



**Key Success Factors in Community - based Tourism:  
A Case Study of Koh Lone, Phuket**

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**A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree of  
Master of Business Administration in Hospitality and Tourism Management  
(International Program)**

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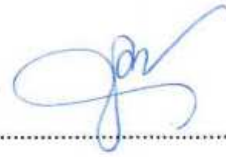
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### บทคัดย่อ

การท่องเที่ยวชุมชน (CBT) ในชุมชนเกาะโหลนเป็นตัวชี้วัดการจัดการท่องเที่ยวบนพื้นฐานการของทรัพยากรธรรมชาติและวัฒนธรรมการวิจัยครั้งนี้เป็นการศึกษาวิเคราะห์การจัดการการท่องเที่ยวชุมชนเชิงอนุรักษ์ของชุมชนในเกาะโหลนซึ่งเป็นเครื่องมือในการสร้างวิถีชีวิตของชุมชนอย่างมีประสิทธิภาพการวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาถึงปัจจัยความสำเร็จที่สำคัญในการท่องเที่ยวชุมชน กรณีศึกษาบ้านเกาะโหลน ภูเก็ต โดยการวิจัยครั้งนี้มีวัตถุประสงค์เพื่อตอบคำถามในการวิจัย ข้อ 3 คือ 1) อะไรคือปัจจัยที่สำคัญต่อความสำเร็จของการท่องเที่ยวชุมชนเกาะโหลน 2) นักท่องเที่ยวจะเข้าใจและรับรู้ว่าจะเกาะโหลนเป็นจุดหมายปลายทางของนักท่องเที่ยวอย่างไร 3) รัฐบาลมีส่วนสนับสนุนและส่งเสริมการท่องเที่ยวชุมชนเกาะโหลนจังหวัดภูเก็ตอย่างไรบ้าง ดังนั้นการรับรู้และเข้าใจถึงปัจจัยความสำเร็จที่สำคัญของการศึกษาในครั้งนี้คือการวัดความสำเร็จที่สำคัญของอุตสาหกรรมท่องเที่ยวเชิงนิเวศชุมชน (CBET) ยิ่งไปกว่านั้นการศึกษาเรื่องปัจจัยความสำเร็จที่สำคัญในครั้งนี้ มีส่วนช่วยให้เกิดแรงจูงใจเชิงกลยุทธ์ที่ดีซึ่งมีอิทธิพลที่ส่งผลต่อการประสบความสำเร็จขององค์กร

งานวิจัยในครั้งนี้ผู้เขียนใช้เทคนิคการวิเคราะห์ข้อมูลเชิงคุณภาพโดยตลอดการศึกษาวิจัยนี้มีการจำแนกประเภทของกลุ่มผู้มีส่วนได้เสียในการท่องเที่ยวเชิงอนุรักษ์ของชุมชนผลการวิจัยพบว่าการท่องเที่ยวชุมชน (Community - based tourism - CBT) ในเกาะโหลน เกิดจากแผนการพัฒนาและสนับสนุนของรัฐบาล กิจกรรมการท่องเที่ยวชุมชน (CBT) เพื่อการส่งเสริม พัฒนา และอนุรักษ์วัฒนธรรมท้องถิ่นอย่างยั่งยืน ทั้งนี้โดยการร่วมมือกับชาวประมงมุสลิมในท้องถิ่นทั้งทางด้านวัฒนธรรมและการพัฒนาทักษะของคนในท้องถิ่นและการสร้างจิตสำนึกด้านสิ่งแวดล้อมของนักท่องเที่ยวและเจ้าบ้าน

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### **Abstract**

Community-based Tourism (CBT) adopted in Koh Lone community is an indicator for tourism management based in natural and cultural resource. This research analyses the current community based tourism management, conservation and eco-tourism practices in Koh Lone as player in raising community livelihoods and the challenges encountered. The one objective of this research is “To study the key success factors in community - based tourism adopted in Koh Lone, Phuket”. This research has seek to answer in three research question were 1) What are the key success factors of Koh Lone community – based tourism. 2) How do the tourists perceive Koh Lone as tourist attraction destination. 3) How does the Government support and encourage community - based tourism adopted in Koh Lone, Phuket. Thus, perceive of key success factors of the survey in this study are measuring the key success of Community – based ecotourism (CBET) industry, moreover the key success observe will be support the favorable strategies motivation and influence organization successful.

Qualitative data are data were used to analyze the research, throughout this research study there are types of stakeholder groups of Community - basedecotourism. The finding indicated that Community Based Tourism (CBT) in Koh Lone has development from the demands of government. This project designed a model of tourism for conservation, community development, and cross-cultural sharing. CBT activities have been planned and managed by local Muslim fishers, sharing local life, celebrating local cultural, develop in local skills and building environmental awareness among guests and hosts.

**Keywords:** Community-based tourism (CBT), Community-based ecotourism (CBET),

Key success factors, Koh Lone community

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## CHAPTER 1

### INTRODUCTION

This chapter gives overall details on this research. The discussion is divided into five parts:

1. Firstly, global tourism presents tourism in general. Understanding the current situation of tourism around the world is significant.
2. Secondly, tourism in Thailand needs to be discussed as this project examines tourism in Thailand in particular.
3. Thirdly, community-based tourism (CBT) is specifically the type of tourism that greatly involves local communities and people.
4. Fourthly, there is a brief discussion on hospitality industry as it inevitably involves any kind of tourism.
5. Finally, Koh Lone is discussed as it is chosen to be a studied area.

#### 1.1 Global Tourism

Travel and tourism sector is a critical factor to drive the economic firm in almost countries around the world, since has either direct or indirect significant impact. According to the World Travel and Tourism council (WTTC), tourism contribution will increase (WTTC, 2014). In 2014, it was estimated that the sector's total contribution would be US\$ 7.3 trillion to world GDP, encouraging 274 million jobs across the globe. The World Travel and Tourism Council (WTTC) has examined the economic impact research for more than 20 years and found the value of Travel and Tourism to for the GDP and employment. It has also provided the reports and forecasts of the sector's impact in 184 countries and 24 geographic and economic regions in the world. (WTTC, October 2014).

According to the 2015 Annual Economic Reports of World Travel and Tourism Council, covering 184 countries and 25 regions of the world, the travel and tourism generated US\$7.6 trillion (10% of global GDP) and 277 million jobs for the global economy in 2014, which grew faster than other significant sectors such as automotive, financial services and health care (David Scowsill, WTTC, 2015). Direct travel and tourism GDP growth was expected to

accelerate to 3.8%, up from 3.1% in 2016. The 2017 Annual Economic Reports show that it continued to perform its flexibility in 2016, contributing direct GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. In total, it generated US\$7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy (David Scowsill, WTTC, 2017).

Andrew Meola (2016) has pointed out that more than 25% of travelers booked their vacations through mobile devices, for instance smartphones, and other mobile devices such as tablets and computers, particularly at the last minute. In the first quarter of 2016, mobile bookings accounted for 26% of all worldwide online travel reservations. Moreover, 60% of all bookings made through an Online Travel agent (OTA), namely Agoda, Booking, Expedia, and Ctrip.

The travel and tourism sector in 2017 was also promising and continued to be a vital factor for wealth and employment creation in the global economy, regardless of increasing number of alarming natural disasters. As nations seem to be looking increasingly inward, putting in place barriers to trade and movement of people, the role of Travel & Tourism becomes even more significant, as an engine of economic development and as a vehicle for sharing cultures, creating peace, and building mutual understanding. (WTTC,2017). This suggests that travel agencies should optimize their mobile sites and apps (Applications) in order to make booking more user-friendly and to provide customers with a channel to reach their sites at crucial times. This trend is particularly important for all generations ranging from baby boomer to younger consumers, who are becoming larger parts of the key spending demographic (Andrew Meola, 2016).

## **1.2 Tourism in Thailand**

The tourism situation in Thailand in 2012 changed more positively than the previous year, both of the number of tourists and the increased spending has increased, despite domestic unrests; such as, bombings in the capital Bangkok and in the three southernmost provinces, and prolonged protesters rallies as a result of political conflicts, considered as constant impacts to the tourism industry (TAT, 2012), reducing confidence of Thailand in some periods.

According to the Department of Tourism, Ministry of Tourism and Sports Thailand (2015), the number of tourists visited in Thailand during January - May 2015 was 12.4 million, which increased by 25 % from 2014 for the same period. In addition, the estimated number of tourists traveling to Thailand for the whole year of 2015 was 28 million, with the top five source markets; China (3,273,695), Malaysia (1,397,241), Japan (575,186) Korea (546,520), and Lao PDR. (459,225), generating 592.9 billion Baht, which increased 25.13% over the same period in 2014, by comprising of 1.4 trillion Baht from international tourism and 800 billion Baht from domestic tourism.

**The Tourism Authority of Thailand (TAT, 2012)**'s tourism policies are to:

- Enhance tourism as a part of life among the Thai people to create domestic travel and tourism
- Advance the efficiency in developing the information technology system for tourism publicity and public relations
- Create learning activities to benefit the family institution and Thai society
- Raise consciousness of love and pride in unique Thai culture

**TAT has also suggested that tourism is greatly supported by:**

- Increasing daily wages and salary: The government attempted to encourage Thai people to spend more by increasing daily wages and salary for low income earners and government officials, respectively. Consequently, the more people are paid, the more they spend on travelling.
- Allowing long festive holidays: Festive holidays, especially New Year and Songkran and several other long weekends encourage people to take more and longer leisure trips.
- Promoting tourism campaigns and activities: The TAT, in collaboration with both the government and private sectors, is committed to supporting domestic tourism through several promotional activities. Thailand tourism festival and low season tourism are best examples of such achievement.

- Launching new routes of low-cost airlines: Increasing domestic routes for low cost airlines has made it more convenient and rapid to travel to different areas in major and minor tourism provinces (TAT, 2012).

Additionally, TAT campaigns to encourage the domestic tourism feature as follows:

- To create an incentive campaign for Thai people by encouraging them to make a decision to travel throughout the year, with an advertising campaign of “Tourism with a New Heart for a Sustainable Thailand,” aiming to present a new concept of tourism for tourists to get the most value from tourism.

- To promote domestic tourism products and services to focus on tourism attractions within the same and different region, using the following approaches:

- a) To hold the Thailand Tourism Festival 2012 and supporting support tour operator products and services at promotional events throughout the year.

- b) To increased potential sales person for local business entrepreneurs by organizing meeting event to invite those sellers, buyers and operators from the south to meet their counterparts from the north.

- To organize activities to promote tourism in each region, by creating itinerary of provincial clusters, networks and cross regions (TAT, 2011).

Those operations were accomplished by the collaborative works from both public and private agencies and stakeholders. As a result, four pilot tourist attractions include (1) Nan, (2) Pai, Mae Hong Son, (3) Chiang Khan, Loei, and (4) Ko Samui, Surat Thani. Activities involved environmental preservation, emphasizing the benefits of the operators and people concerned in the areas. These include brainstorming meetings with stakeholders in the four pilot areas to acknowledge the problems, to create participation and to set the guidelines to promote the management of tourist attractions in order to protect the environment. In addition, training programs on “eco-friendly tourism management”, for both stakeholders and community networks in the four pilot areas were organized. They covered garbage and waste water management, reduction and separation for recycling, environmentally friendly lodge management, marketing strategy, how to build the non-brand products towards sustainable success, the operation of green marketing to create an impression in tourism markets and others (TAT, 2012).



### **1.3 Community - based Tourism (CBT)**

The community-based tourism is required the efficiency identity and some unique occasion for communities, there is not only require financial benefits or income, in addition community-based tourism enhancing their participations in tourism planning and development in the villages in modernization trails (Harwood, 2010).

Community - based Tourism (CBT) has been found as a concept of eco-tourism, arranged in several provinces throughout Thailand, especially in the up-country areas. The development of the eco -tourism in Thailand has grown up continuously. The main element of the community - based tourism is “Community” combined with “Eco tourism.” Mostly, this comes in the form of homestay accommodations where tourists stay with the locals to learn and appreciate their ways of life. By promoting new tourist attractions, CBT businesses create new jobs for local people and community. It is important that while local members earn more income, tourists should be able to enjoy Community-based Eco Tourism (CBET).

In order to achieve the tourism development, the direction of management strategies is required. Thus, operation management policies on The Community – based Tourism should put an emphasis on several factors, including the key performance of business structure, be it personnel or geographical aspect. The CBT businesses need to establish by a development plan to enhance the efficiency of locations as tourism destinations.

CBT has been a trend of tourism to satisfy tourists who love to explore avoiding from traffic congestion and chaos in big cities and to appreciate nature. Should there be a specific study on CBT, it would be possible and useful to develop a tourism business model to be used in local villages with agricultural landscapes such as organic farms, marine farms and other types CBT.

Researchers have recognized sustainable tourism. While the investors should survive and gain profit from businesses, the environment needs to be carefully and sustainably protected. This study greatly pays attention to ‘community - based tourism. It is the solution to driven economy with stability and sustainability to the community. This research explores the key success factors on community - based tourism, examining Koh Lone, an undisturbed island in Phuket. It is hoped that the results of this study could be used as a model to apply to other

businesses, especially in terms of hospitality and tourism management in order to develop their own CBT.

#### 1.4 Hospitality Industry

“Hospitality Industry” is one of significant resources for travel and tourism. Therefore, it is needed to briefly discuss hotel industry. Prof. Kaye Chon and Thomas Maier (2013) have pointed out five elements as follows:

- Firstly, “Conceptualization” should be considered on both macro and micro market conditions that involve the effort to offer the guests satisfactions, competitors advantages analysis. Should be asked is the question of “What are the project demands for hotel room night in the marketplace”?
- Secondly, “Feasibility Analysis”, a determination is based on a detailed study of the factors involved in opening and operating a successful hotel.
- Thirdly, the “Commitment”, a critical turning point for the project must cover the expense of operating until the hotel reach viability, commonly referred to margins and constructions budgets must decide, on during this phase can be include in design stage.
- Fourthly, the “Design and construction” which the project is designed, built, and equipped according to the expected finished product identified in the feasibility study and the goals of the developers.
- Fifthly, the “Opening” which is the final stage of hotel development is the actual opening, concerning the department of marketing and sales.

#### 1.5 Koh Lone

This section gives brief information on Koh Lone, an island in Phuket, Thailand, as a studied location. According to Village Development Report (VDR, 2017), a local from Satun, named *Toh Na Ngoo* moved into Koh Lone in 1937. More people followed in and settled up a village, called as Baan Koh Lone. The first headman was Mr. Don Songmuang, overseeing 33 households. The following part details each aspect of the island.

**Location:** Baan Koh Lone is located 11 kilometers away from Phuket town, taking 15-20 minutes by boat. It is situated only six kilometers away from Rawai beach, one of

well-known Phuket beaches. The Island is rich in nature with plain hill areas suitable for agriculture. The village covers 3,025 rai, including agricultural areas of 1,980 rai (65%).

**Funds** come mainly from savings for production, Demonstration Center, Housing and Urban Funds, Cremation Fund, and Welfare Fund

**Occupations** include fishery, agriculture (i.e. rubber plantation), long-tailed boat services and local foods

**Arts and culture / Local knowledge** are fishing trawl knitting and Herbal medicine products and treatment.

**Traditional festive days** include fasting period in the Ramadan Month, Eid Day of Muslims (Hariraya Day).

**Public areas** are a mosque, a school, a Health Center, a multipurpose building, Koh Lone Island and a learning center.

**Religion:** 100% of population are Muslims

**Income** mainly from agriculture and fishery, and tourism and hospitality industry.

**Social status**

Local people are living with simplicity, strong relation and help each other like family. There is no electricity on the island, local people are using solar cell which is also used for tourist boats.

**Other Important information:** There are 73 households with the number of villagers of 283, 115 men and 123 women. The overall income is 27,887,222 Thai baht. The average income of villager per household: 382,016.74 Thai baht and the average income of villager per person/year: 117,173.20 Thai baht. The average household income is lower than 38,000 Baht/person/year.

## CHAPTER 2

### LITERATURE REVIEW

This chapter demonstrates the overview of literature highlighting various concepts relating to this study and is composed of eight parts. Discussed extensively are concepts of community-based tourism and key success factors. Local people's attitudes toward tourism are also addressed.

- 2.1 Community-based tourism (CBT)
- 2.2 The key success factors of the CBET
- 2.3 Ideas and Theories Related to Ecotourism
  - 2.3.1 Definition and concept of The Ecotourism
  - 2.3.2 The Main Components of Ecotourism
  - 2.3.3 Characteristics of Ecotourism
  - 2.3.4 The National Ecotourism Policies
  - 2.3.5 Principle of Ecotourism Development
- 2.4 Ideas and Theories related to Sustainable Tourism
  - 2.4.1 Definition of Sustainable Tourism
  - 2.4.2 Sustainable Indicators for Tourism
- 2.5 The impact of Tourism development
- 2.6 Citizen Participation and Community Involvement
- 2.7 Community Participation in Tourism
- 2.8 Local people's Attitudes toward Tourism

#### **2.1 Community-based tourism**

The community-based tourism is required the efficiency identity and some unique occasion for communities, there is not only require financial benefits or income, in addition community-based tourism enhancing their participations in tourism planning and development in the villages in modernization trails (Harwood, 2010).

The aims of tourism development are preserving and promoting culture and ambience of the destination, beside with improving the socio-economic welfare of communities (Asker, et al., 2010; Vanagas & Jagminas, 2011).

To conducting and implementing community-based tourism, the community's members as the stakeholders need to participate in decision making or barnstorm is tourism management for the benefit of the community. In order to support their cultural and natural resources preservation and keep the environment from the impact of community-based tourism. To generate worth of community-based tourism benefit there are require the implement from local people, stakeholders, tourists to participate in sustainable tourism of community and distinctive conscious in cultural resources of the community. (Lopez-Guzman, Borges, & Castillo-Canalejo, 2011; Thailand Community Based Tourism Institute, 2012).

Almost of local community members there are rural, poor, and lack of economical margin for creating their community as tourist attraction with the procurement of hospitality and tourism facilities even accommodation or tourist's activities. Moreover, the tourists also have unique travel experiences by discovering local ways of life, cultures, historical heritages, nature, and abundance of local community members to be proud and perceived on theirs local resources for presenting. (Thailand Community Based Tourism Institute, 2012).

*Some types of tourism are particularly appropriate for community-based tourism, for example ecotourism, ethnic tourism, cultural tourism, village-based tourism, agriculture tourism, and rural tourism, in that they open to community ownership and control (Hausler&Strasdas, 2003).*

The situated of community-based tourism in Thailand, there are Mae Kampong village (Chiang Mai province), Kiriwong village (Nakorn Sri Thammarat province), Leeled village (SuratThani province), 100-year-old markets at Sam Chuk (Suphanburi province) and KlongSuan (Chachoengsao and SamutPrakan province) are able to indicated the potential of community-based tourism as successful project destinations. Thais people whom exploring their own characteristic, culture, historical, and community activities by influencing community development to higher level of advancement. It is the participation of community members become more competent to maintain and gain some management of community-based tourism (Thailand Community Based Tourism Institute, 2012). *According to Garkovich (2011),*

*community development emphasizes local residents to address their own needs, concerns, problems, capabilities, skills, and knowledge. They define their own programs and solutions to improve the situations.*

The villages earn income as owners, entrepreneurs, and product and service providers. Usually, they set aside at least part of the tourism income for projects and initiatives that provide benefit to the community as a whole (Asker, 2010).

To examine the Factors Contributing to Successful Community-Based Tourism basis is based on the observation that tourism is adopted to generate socio-economic benefits, creating income, promoting local community tourism to be well known, at the same time preserving natural resources and environment. In the other hand that will be fails if there are lack of critical success factors requirements (Suthamma, 2015).

In the other hand the unsuccessful of several community-based tourism dynamics due to lack of community predication and cooperation, among the community members and stakeholders, or if lack of financial resource supporting as well (Tasci and colleagues, 2013).

## **2.2 The key success factors of the CBET**

### **Competitive advantage of the ecotourism industry**

Crouch and Ritchie (1999) recognized that the competitiveness for tourists attract there are feature with four critical actors there are:

- (1) Surrounding factors and resources there are firm infrastructure, accessibility, promotional resources, and enterprise
- (2) Essential attraction resources are topography, history and culture, marketing strategies, integrated activities, ambience and atmosphere
- (3) Tourists attracting management strategies and tourism management directions resources there are marketing, organization, consultation and service
- (4) Tourists passion and satisfaction in Eco tourism there are local surrounding environment, peace and price.

Mihalic(2000) found that the competitiveness of the tourist attraction could be encouraged through effective marketing activities. The competitive advantage of perspective through environmental management toward a tourist destination the findings presented that the

tourist attraction would be affected toward environmental impact as well as environmental quality.

Hawkins (2004) examined the development strategies for both of prevention of ecotourism areas and the development of the economy. The results were developed through a study of a scheme centered on national competitive advantage, biodiversity conservation and economic growth (BCEG), as proposed in Porter's study. The plan included the (1) development of the interested organizations (2) promotion of education leading the society to approach the protected area; (3) reinforcement of law and management organization; (4) increase of opportunities for firms to exert their entrepreneurial spirit (5) reinforcement of the capability of social objective management (6) connection between the protected area and the area with few visitors; (7) implementation of environmental management and evaluation procedures (8) increase in budget provided to the protected area; (9) expansion of the brand name by means of networking; and (10) development of signs and monitoring systems.

#### **Value chain and competitive advantage**

*“To analyze the specific activities or programs through which a firm can create a competitive advantage, it is useful to model the firm as a chain of value-creating activities. Porter (1985)”* examined majority and element programs that, the primary value chain activities include inbound logistics, operations, outbound logistics, marketing and sales, as well as service.

There are included infrastructure to support the worth activities, human resource management, innovation development, and procurement. The target of these activities is to approach and to attract the customers with a number of gaining income should be above the cost of the programs, thereby generating a profit margin. (Porter,1985).

#### **Key success factors**

Daniel (1961) defined that most industries has three to six factors limitation that able to determine successful, and these should be emphasize for business operation activity for achievement in the industry (Thompson and Strickland 2002).

Lei decker and Bruno (1984) and Bender et al. (2001) both believed that key success factors referred to some specialties, conditions, or variables and through continuous maintenance and control they can significantly affect a firm's degree of competitive success.

Therefore, understanding the key success factors and their potential for creating competitive advantage in the ecotourism industry is critical.

### **Confirmation methods for key success factors**

To examine key success factors, a variety of methods have been required, including factor analysis, case study, procedure analysis.

The first priority advantage is to recognize about instability situation, in the process of criterion measurement and judgment. Thus, the method should be efficiency both of set-up procedure, and empowerment of business running, will be effect to completely incorporate. Moreover, it is relate to the processing basic including capable of combining with multiple procedures multiple-property and multiple-plan decision making problems (Bullen and Rockart, 1981; Chen, 2002; Hofer and Schendel, 1985; Hsu, 1998; Saaty, 1980).

### **METHOD - Establishment of a primary procedures structure**

Establishment of a primary procedures structure “the key success factors of the competitive advantage of the ecotourism industry” This structure was divided into three procedures in part of the final goal (key success factors of the ecotourism industry), the main dimensions (primary and support activities), the assessed elements (firm infrastructure and management, product or technical development, human resources, local resources, marketing activity, the service system and cultivation of tourists’ concept and behavior(Pak. J. Statist,2013).

### **Critical success factors (CSFs)**

In addition, Michael J. Baker (2008) has summarized in the research paper of ‘Critical success factors in destination marketing’ the majority of CSFs seem to seek the satisfaction of both internal and external stakeholders, which consist to four primary performances there are feature blending of traditional community designs to combine with the potential services, surroundings with attractive stimulants to consumers and clients of its goods and services, providing the efficient place of products and services, approachable channel, promoting the values image of product and place to motivate consumers are extremely aware to the unique of advantages.

Moreover, in this research also has defined the significant of CSFs should be recognize on the six generic strategies are suggested to achieve there are attracting tourist and business visitors, attracting businesses from elsewhere, retaining and expanding existing



businesses, promoting small business expansion and fostering new business start-ups, expanding exports and outside investments, expanding the population or changing the mix of residents. Therefore the CSFs of tourism business and industries should be emphasize on place development to create branding, celebrity, and perceive, by using the potential communication channel to express the values of business, with the aims of profit and benefit gaining revert back to investors (Michael J. Baker 2008).

The Critical success factors has defined by Baker and Cameron (2007) there are feature with Strategic orientation are visitation statistics are included and the destination' s main markets are quantified and segmented, and the main competition is identified which the tourism trends are also need to identified. Moreover a long-term orientation is should be adopted, the importance of international competitiveness is should be recognized, by the need of infrastructure improvements it is the highlighted of them, including the need of integration with national or regional tourism plans is also recognized. At the same time for residents' attitudes to tourism must be considered together with local cultures, values and lifestyles need to be established, afterward the primary aims is the wealth and job creation and quality of life for residents.

Moreover, for stakeholder involvement, national government agencies, government agencies, the area tourist board or area tourist office, local residents, local businesses, are involved in the planning, while the need to improve communication between stakeholders (public, private and residents) also should be recognized, the leadership is addressed to give greater guidance to stakeholders, to implementation, monitoring and review the timescale for each task, including the need for monitoring and review establishes. (Michael J. Baker 2008).

In an increasingly competitive global environment, places, towns and cities, districts, regions and countries there are need to differentiate themselves from one another, on the other hand if they are need to attract industry and commerce and sustain the economic and social development of their inhabitants, they need to understand the statement background the nature of their competitive environment, including their own strengths and weaknesses, as a basis for crafting effective marketing strategies and plans for their implementation (Michael J. Baker 2008).

The one major of business successful is knowledge and understanding of those factors that Impact upon it what may be termed ‘critical success factors’ or CSFs. Which the resource in support of this claim has been presented together with broadly based advice on the use of the listing of CSF as a basis for evaluating the content and relevance of the marketing, branding strategy. Inevitably, its value will depend significantly on the people ability to operationalize the individual factors in the context of the specific problems. Otherwise of an implemented plan and use the checklist as a diagnostic for analyzing the content of that plan or prospective by using the success factors in constructing a plan and then monitoring their influence, impact on its implementation(Michael J. Baker 2008).

## **2.3 Ideas and Theories related to Ecotourism**

### **2.3.1 Definition and concept of The Eco Tourism**

Ecotourism has been defined in various ways. In Thailand, the definition was given by Royal Institute of Thailand “Ecotourism is a tourism that involves in environment and nature, which causes no damage. Tourists value and recognize the value of natural resources and are educated with preservation by researchers, locals or tourist guides, while the government enforces carrying capacity in each tourist destinations.”

The idea of ecotourism in Thailand arose in 1987, later in 1995 – 1996 Tourism Authority of Thailand set a policy and development plan in regards with ecotourism to direct ways of doing, as well as, defining “Ecotourism” as “Travel to a tourist destination with an objective of learning, appreciating, and experiencing natural and social scenery, culture and way of life in community based on education and responsibility to environment” (TAT, 1996). In a sequence, Tourism Authority of Thailand appointed Science and Technology Research Institution of Thailand to study and research further on setting policies to enforce, moreover, requested Royal Institution of Thailand to define “Ecotourism”, which eventually was referred as “a responsible travel to natural areas with unique local identity and environmental and natural sites. Emphasizing local involvement and management in environment and tourism in the community to construct sustainability, which is the heart of ecotourism.

Any kind of tourism completes above requirements will be recognized as an ecotourism. Failing to complete any of the requirements will automatically categorize as other types of tourism

Tourism Authority of Thailand has defined Ecotourism as responsible travel in areas containing natural resources that process endemic characteristics and cultural or historical resources that are integrated into the area's ecological system. Its purpose is to create awareness among all concerned parties of the need for and the measure use to conserve ecosystems and as such is oriented towards community participation as well as the provision of a joint learning experience in sustainable tourism and environmental management. (TAT, 1997)

It can indeed achieve all these on occasion (Buckley, 2003). In the process, however it does produce impacts on the natural environment. In particular, many ecotourism products rely on protected areas, where environmental impacts are of particular concern. As pressure on conservation areas from ecotourism and recreation continues to rise, and understanding areas from ecotourism and recreation continues to rise, an understanding of impacts and ways to manage

There is now a substantial literature on ecotourism as a component of the tourism industry (Fennell, 1999; Weaver, 2001a,b; Newsome et al., 2002). This literature does consider environmental impacts, but rather briefly (Buckley, 2001; Newsome et al., 2003, pp. 79-145). There is also a substantial literature on outdoor recreation and recreation ecology (Hammit and Cole, 1987; Liddle, 1997; Manning, 1999); and since much of ecotourism is commercialized outdoor recreation, this literature is highly relevant to the impacts of ecotourism. In addition, there is longstanding body of research and practice on the management of protected areas and wilderness (e.g. Eagles and McCool, 2002; Hendee and Dawson, 2002), some of which refers to visitor impacts.

Goodwin (1996) gave the meaning of Ecotourism as low impact nature tourism, which contributes to the maintenance of species and habitats, either directly through a contribution to conservation and/or indirectly by providing revenue to the local community sufficiently for local people to value, and therefore protects, their wildlife heritage area as a source of income. (Weaver, 2001:1)

Ecotravel Center (2005) defined that “Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people. Sometime it is defined as a sub category of sustainable tourism or a segment of the larger nature tourism market. It includes an interpretation / learning experiences, is delivered to small groups by small scale businesses, and stress local ownership, particularly for rural people” (<http://www.Gdrc.org/uem/eco-tour/eco-sust.html>)

National Ecotourism Program (2005) defined the Ecotourism that “Ecotourism is culture tourism (a cross-culture experience), nature tourism (assisting with conservation programs) a travel-learn experiences (discover how we are coping with modernity) a little bit of soft adventure (just being here is an adventure), and benefiting the well-being of indigenous people. (<http://www.Gdrc.org/uem/eco.tour/etour-define.html>)

Lindberg and Hawkins (1993) gave the meaning of Ecotourism, as Ecotourism is responsible travel to natural areas, which conserves the environment and improves the welfare of local people. (Weaver, 2001:7)

The definition of Eco Tourism industry has participated with several resources and factors, which will be relate to the characteristic and the direction of Eco Tourism revolution. When the trend of tourism has always change depend on mass tourism, affect to a highly destination of tourism demand fluctuations could be occurred. Thus, forms of tourism should be alternatively in order to compete with main obstacle including uncertainty in an destination (Buljens, 2003), Eco Tourism resorts or farm tourism destination is the alternative way of tourism to establish long term of tourism survival, in case an unstable of economic firm Eco Tourism resorts can always return to agriculture farm easily with their agricultural firm duties background.

The category of Eco Tourism also including to the definition of alternative forms of tourism, which is along with various names are utilized to demonstrate the typologies of the environmentally conscious tourist are feature to ‘Green’, ‘Soft’, Eco’, ‘Sustainable’, Responsible’, or ‘Alternative’, tourism are some of the term for describe the new tourism. This new trend, prefer the places which are not destroyed by the “mass of tourist” (Ozgen, 2003)”.

The Definition Eco Tourism is: *"Responsible travel to natural areas that conserves the environment and improves the well-being of local people."* (TIES, 1990)

The travel established among natural resources surrounded by historical, geographical though keeping environment protection, environment trail explores and community profit by using tourism channel which emphasized on the aim to achieve sustainable tourism development (Cardenas-Torres et al., 2007).

Which is the sufficient management has required implementing the critical success factors, to achieve the successful in Eco tourism industry, by creating an ecological landscape. There are ambience and landscape installing beneath of ecological tourist attraction (Meng Shiunn Lee, Ya Han San and Yu Ru Hsu, 2011).

The means of the Eco Tourism in term of 'commercial the Eco Tourism' including conventional farm which is accommodation provision and farms' activities are required, with operating for gain of revenue and profit income occurred, by exchange with farms' services providing, may defined prominent point of the eco-tourism to created their guests recognition and satisfaction. (Alison J. McIntosh & Susanne M. Bonnemann 2006).

As Getz and Carlsen (2005) stress: 'Rural and peripheral areas are especially influenced by family business', in this quoted the eco-tourism including family business rural, the alternative gaining revenue of agriculture families, encourage the alternative of families business to increase more families income. Thus, the Eco Tourism also includes rural development and farm entrepreneurs' achievement which is origin from family business (Pearce, 1990).

The Eco-tourism as an activities organizer of their hosts and to express a 'hand-on' experience to value guests or visitors which they are anticipate perceiving of organic growing methods (Strange & Strange, 2001). Thus, the Eco-tourism resorts also encompass of activities at a farm as portion of the exchange vary which is depending on the hosts, particularities, concepts, characteristics, and type of farm, however, mostly will be consist to general farm and orchard affairs.

The eco-tourism encompass the idyll is often a reminder of a past, 'usually a golden past that was lost in the rush to modernity' (Bell 2006) and where the household was a center of activity. Thus, the concepts and characteristics of the eco-tourism resort David Bell (2006) described that idyll is the element of the eco-tourism resort has participate to established each the eco-tourism differently, consisting of wild landscape and topography advantage influence the eco-tourism created, including gentle rustic, a folkway and simple life, with

animals, peace, safe and quite, community, domesticity, traditional, pure and fresh foods. Urban differences are frequent outstanding with hiring conceptions of countryside ideals (Hopkins 1998) where the upcountry farmhouse, and agriculture activities are the critical element of the eco-tourism concept.

The category of the eco-tourism also including to the definition of alternative forms of tourism, which is along with various names are utilized to demonstrate the typologies of the environmentally conscious tourist are feature to 'Green', 'Soft', 'Eco', 'Sustainable', 'Responsible', or 'Alternative', tourism are some of the term for describe the new tourism. This new trend, prefer the places which are not destroyed by the "mass of tourist" (Ozgen, 2003)"

The principles of Ecotourism are recognizing about division of conservation, communities, and sustainable tourism. In order to implement and participate part of ecotourism activities which provide principle concepts are:

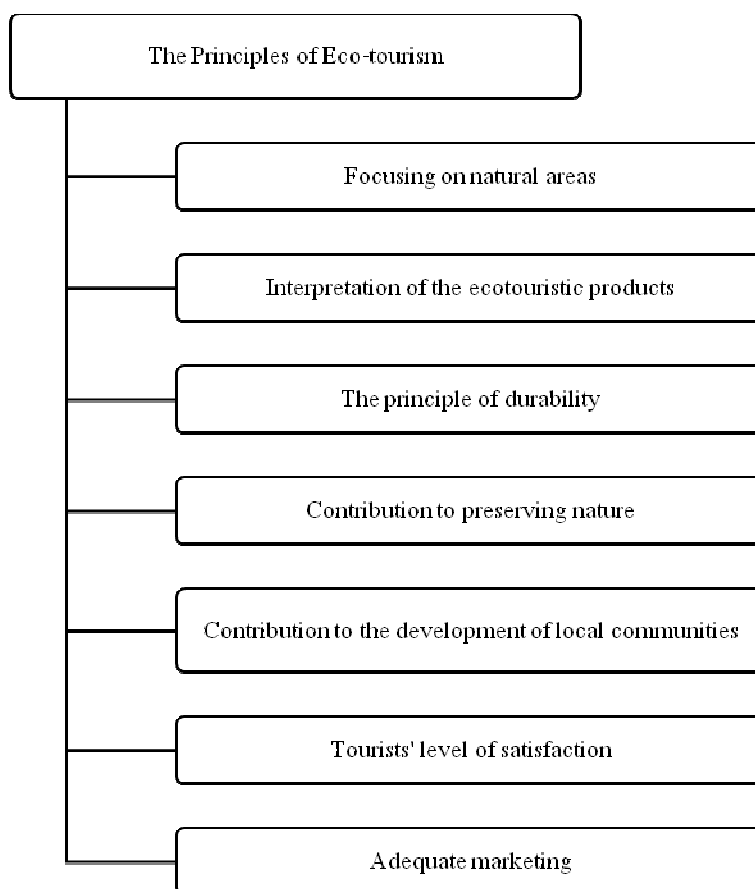
- Minimize impact.
- Establish environment and cultural awareness and respect.
- Organize benefits experiences for both tourists and hosts.
- Examine direct financial benefits for conservation
- Provide financial resources ,sources of funds and empowerment for local people
- Recognize on local politics attribution, environment, and climate change.

Relate to The International Ecotourism Society. (2013) has examined about ecotourism concept is the critical element of conservation, communities, and sustainable tourism. Thus the principles of ecotourism potentials can be implement and participate on ecotourism activities in order to reduce impact, create environment and cultural awareness and respect, provide value experiences to both tourist and hosts, examine on direct financial benefits for conservation, provide financial benefits and empowerment for local people, raise sensitivity to host countries' political, environmental, and social climate" (The International Ecotourism Society, 2013).

Mexican architect Hector Ceballos-Lascurain (1983) Mexican architect who was defined ecotourism is "That form of environmentally responsible tourism that involves travel and visitation to relatively undisturbed natural areas with the object of enjoying, admiring, and

studying the nature (the scenery, wild plants and animals), as well as any cultural aspect (both past and present) found in these areas, through a process which promotes conservation, has a low impact on the environment and on culture and favors the active and socioeconomically beneficial involvement of local communities”.

Figure 2.1 The Principles of Eco Tourism



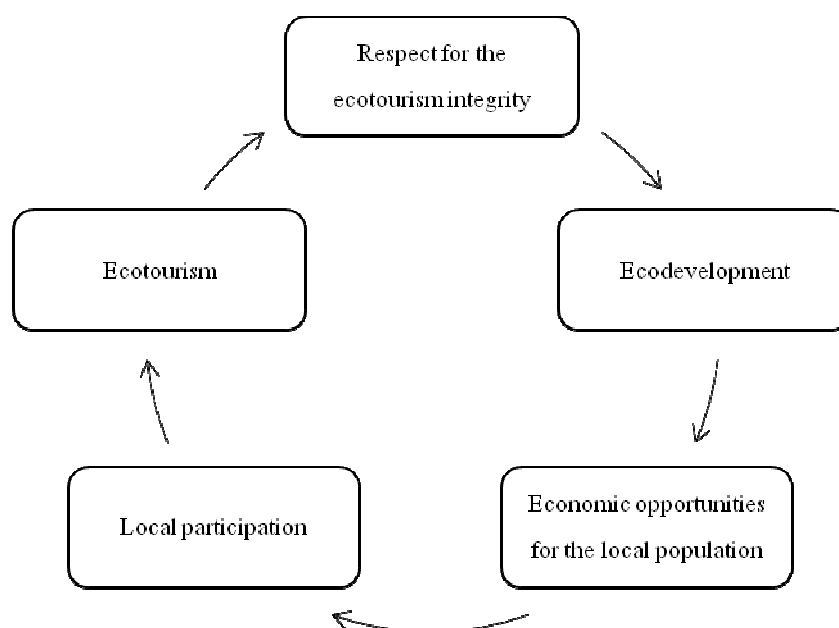
Source: Cretu Romeo Catalin (2011).

Moreover, the ecotourism activities which provide the definition concepts such as animal watching, plants observation, flora and fauna rescue programs, mountain trekking etc. However, the single definition of eco-tourism should be providing participation of proficient field, government agencies, tourism operators and environment conservationist organizations, which the key elements to complete ecotourism definition are:

- Natural tourism and traveling.
- Sustainable tourism and long term of maintain tourism resource.

- Promote and support the significant, conservation, appreciation, of environment and culture, include natural resource awareness.
- Economic and social development by consider on benefit of local people.
- Tourism activities which influence tourists practice to recognize on conservation of the environment and the local traditions

Figure 2.2 The elements involved in the ecotourism development



Source: Theobald(1998) and Kristina Barkauskiene, Vytautas Snieska(2013).

Ceylan and Guven (2010) maintained, “in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities”. Therefore, ecotourism idea will be recognized on responsible travel to natural areas which consider on improve the well-being for local people, include maintain well environment and conserve the natural resources.



Table 2.1 Advantages and disadvantages of ecotourism

	Advantages	Disadvantages
Environmental	<ul style="list-style-type: none"> <li>- Incentives for conservation of natural areas</li> <li>- Education about environmental ethic</li> <li>- Advocacy for conservation with development</li> </ul>	<ul style="list-style-type: none"> <li>-Indirect damage of vegetation</li> <li>-Decay of habitats</li> <li>-Disturbance of wildlife</li> <li>-Pollutions – air, noise, and waste</li> <li>-Massive commercialization of natural resource</li> </ul>
Economics	<ul style="list-style-type: none"> <li>- Major means of foreign earnings</li> <li>- Balancing economic development with proper income distribution in local communities</li> <li>- Job opportunities for local people</li> <li>- Sustainable infrastructures building</li> <li>- Promotion of local economy</li> </ul>	<ul style="list-style-type: none"> <li>- Leakage of income</li> <li>- Increase unhealthy economic competition and economic gap among locals</li> </ul>
Socio-Cultural	<ul style="list-style-type: none"> <li>- Promotion and conservation of various local cultures, tradition, arts, music, and other</li> <li>- Historical and religious heritages</li> <li>- Education for the importance of culture</li> <li>- Diversification of cultural activities</li> <li>- Culture exchange</li> </ul>	<ul style="list-style-type: none"> <li>- Various social problems</li> <li>- Undesirable commercialization of cultural and religious assets</li> <li>- Crowd and undesirable behavior of visitors</li> </ul>

Source: Kristina Barkauskiene, Vytautas Snieska (2013)

### 2.3.2 The main components of Ecotourism

TAT (2001) indicated the main components of Ecotourism as follows:

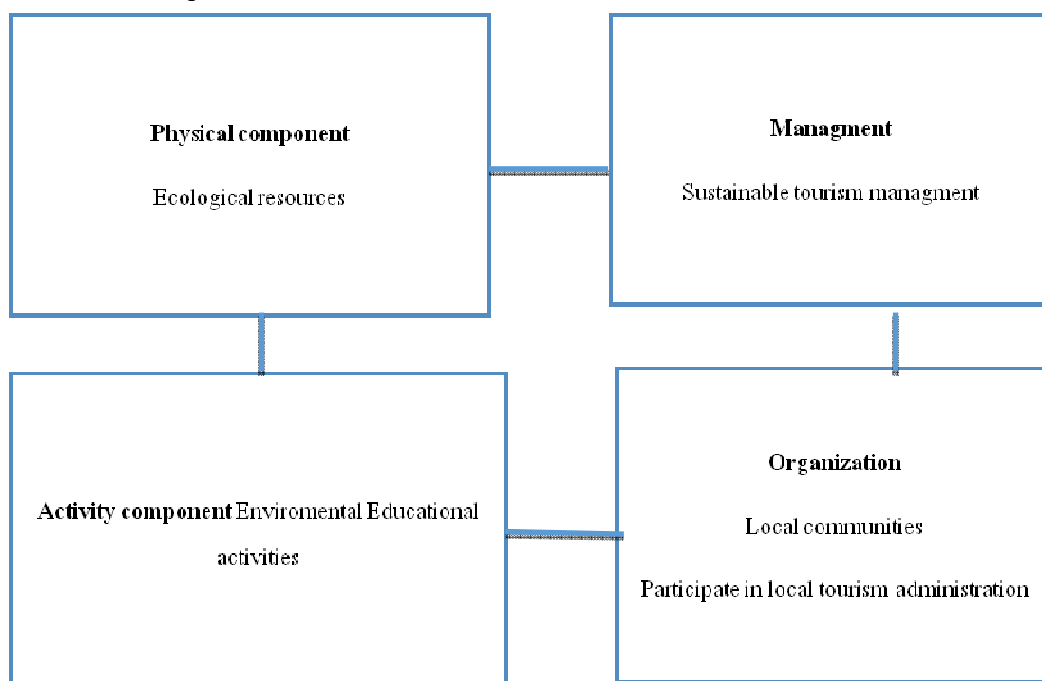
1. Physical component: Nature-based tourism or the tourism that related to Endemic or Authentic or Identity or Unique aspects of nature. Including, culture and history in each area is related with Eco-system.

2. **Management:** Sustainably managed tourism means responsible travel that does not make environmental and social impacts, therefore sustainably managed cover resource conservation, environmental management, pollution protection and scope of tourism development control is essential.

3. **Activity component:** Environmental education-based tourism is tourism that has a learning process included that gives education about the environment and Eco-systems of natural resources, experiences and impressions. Included of course will be the impact on the subconscious of tourists, local people, and traders to protect the natural environment.

4. **Organization:** Community participation-based tourism is tourism that involves local communities or people for thinking, planning, doing following plan, the receiving benefits, and checking as well as maintaining tourism resources. Finally, it will benefit local communities, distribute income, and enhance standards of living and quality of life and also local communities that start from grass roots to control the quality of tourism development.

Figure 2.3 Main components of Ecotourism



Source: Conservation department, Tourism Authority of Thailand, 2001

### **2.3.3 Characteristics of Ecotourism**

#### **Characteristics of Ecotourism TAT (2001)**

1. Tourism activity is carried out in a relatively undisturbed natural setting.
2. Negative impacts of tourism activity are minimized
3. Conserves natural and cultural heritage
4. Activity involves local communities in the process, providing benefits to them
5. Contributes to sustainable development and is a profitable business
6. Education/ appreciation/ interpretation component (of both and cultural heritage) must be present.

### **2.3.4 The National Ecotourism Policies**

In 1997, the National Ecotourism Councils was set up composing of representatives of the public sectors, academic, private sector, and NGOs involving in Ecotourism development. Its main mission was to oversee the development of National Ecotourism Policy and Action Plan as well as appointed the Sub-Committee on various aspects of Ecotourism management. Ecotourism Action Plan (2002-2007) already approved by the Cabinet in October 2001 (TAT, 2001)

#### **Goals**

The overall goals of Ecotourism developments are to develop a sustainable tourism industry, to maintain a healthy natural and social environment and to foster self-reliance of local communities. The specific goals of Ecotourism development are:

1. Ensure that endemic natural resources and unique cultural resources and their surrounding ecological system have an appropriate management system that emphasizes conservation, rehabilitation and ecosystem maintenance. Carrying capacity and instituting a proper zoning scheme should do this.
2. Promote people's awareness of how tourism can contribute to ecological sustainability. This would foster the comprehensive conservation the natural and social environments.

3. Establish a management system that facilitates cooperation among all related sectors. This should include local participatory management in tourism development.

4. Establish tourism facilities and services that help protect the environment and are thus compatible with tourism resources. Environmental management should aim to maintain the natural and social characteristics of the areas and reassure the tourist's feeling of security.

5. Attract quality foreign eco-tourists to visit Thailand. Attempt also be made to promote Ecotourism to a broader market segment of Thai tourists, particularly Thai youth. Dispersing of tourists from main tourist attraction to other tourism destinations throughout the country should be emphasized.

#### **2.3.5 Principle of Ecotourism Development (TAT, 2001)**

1. The tourism resource must be managed to maintain their natural conditions as far as possible, and to avoid or to refrain from travelling to sensitive areas, which are very fragile and adversely impacted can be occurred and difficult to rehabilitate.

2. Emphasize the natural characteristics of existing tourism resources into management consideration in determining appropriate tourism activities and to ensure the compatibility between Ecotourism and the original activities carried out in the area. This should include the avoidance of being in serious conflict with other forms of tourism. The benefits of Ecotourism should also flow to wider tourism system.

3. Educational development must be promoted and stimulation of awareness from all concerns to jointly maintain the ecosystem of the area must be done rather than focus on economic growth and income generation only.

4. Ecotourism management must facilitate the involvement of the local people and local organization in the tourism development process, particularly in the management of the resources, services, and programs designed to transfer knowledge and community culture. This should include their participation in formulating tourism management plan. Local representatives should be encouraged at all tourism management levels.

5. Determine the Ecotourism management priority and provide all concerned organizations clear roles in promoting Ecotourism. This can be done through appropriate budget allocation, personnel provision, and management system design.

6. An Ecotourism development plan should be incorporated into the development plan at all levels, namely district, provincial, and regional development plan, along with sufficient budget allocation to ensure effective plan implementation.

7. The tourism research should be carried out to determine or improve management guidelines, to solve any problems, which arise and to improve the plans.

8. Law should be enforced strictly to control and maintain good environmental condition of tourism resources by focusing on providing advises and cautions along with cultivating discipline among tourists.

9. Operating guidelines or tourism code of conduct should be provided for all related parties.

10. An Ecotourism network should be established both vertically and horizontally, through the co-ordination of information and joint-management at all levels.

## **2.4 Ideas and Theories related to sustainable Tourism**

### **2.4.1 Definition of Sustainable Tourism**

The increasing popularity of sustainability has led to different understandings of what sustainable Tourism at East Carolina University (2005) has developed a working definition that includes actions that contribute to a balanced and healthy economy by generating tourism-related jobs, revenues, and taxes while protecting and enhancing the destination's socio-cultural, historical and build resources for the enjoyment and well-being of both residents and visitors.

### **2.4.2 Sustainable Indicators for Tourism**

To meet the needs of the host population in terms of improved living standards both in short and long term;

- To satisfy the demands of a growing number of tourists; and
- To safeguard the natural environment in order to achieve both of the preceding aims (Cater 1994; Liu 2000)
- The world Tourism Organization (UWTO) has been active in the effort to develop and implement indicators which help in the sustainable development of tourism at different destination (UWTO, 2004). One of the problems that arise when applying the concept of

sustainability to tourism destinations is that there is not any exact and accepted methodology for measuring it. One way to accomplish this is through the use of indicators.

Eugenio Yunis, Head of UWTO Sustainable Development of Department state that the destinations need to monitor their specific environmental and socio-economic issue through indicators; “Measuring the success of tourism has traditionally concentrated in its economic dimension. However, tourism infrastructures and facilities, as well as the activities undertaken by tourists have a much wider range of positive and negative impacts on destinations and host societies, including those of environmental and socio-cultural character. Well preserved environmental and cultural features are part of a quality tourism experience, and are today fundamental to the success of tourism sector (UWTO, 2004).

**National Geographic (2006) provided the meaning and concept of sustainable tourism as following:**

Sustainable tourism is informative. Travelers not only learn about the destination, but they also learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

It benefits residents. Travel businesses do their best to employ and train local people, buy local supplier, and use local services.

It conserves resources. Environmentally aware travelers favor business that minimizes pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

It respects local culture and tradition. Foreign visitors learn about and observe local etiquette; including using at least a few courtesy words in the local language- Residents learn how to deal with foreign expectations that may differ from their own.

It does not abuse its product. Stakeholders anticipate development pressures and apply limits and management techniques to prevent the “loved to death” syndrome. Business cooperates to sustain natural habitats, heritage sites, scenic appeal, and local culture.

It strives for quality, not quantity. Communities should not measure tourism success only by sheer numbers of visitors, but also by length of stay, money spent, and quality of experience.

It means great trips. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing- which provides continuing business for the destination. (<http://www.gdrc.org/uem/eco-tour/whatissustour.html>, 2006)

## **2.5 The impact of tourism development**

Much research has been done on the impact of tourism in the period since the late 1970s which has tended to suggest that negative impacts outweigh positive impacts (Jafari, 1990; Wall, 1997; Mason, 2003). However, large numbers of resident in the destination areas have continued to want tourists to come, often fervently. Jobs, higher incomes, increased tax revenues and better opportunities for children are frequently stated as reasons for wanting more tourists.

### **1. Economic Impacts**

Historically, the impact of tourism has been the most researched area of tourism, the economic impact being researched more than any other (Mason, 2003).

#### ***Positive Impacts***

##### ***1. Economic Benefits***

There are two ways to define economic benefits. Direct and indirect benefits are usually the primary reasons for developing tourism in an area. Direct economic benefits include the provision of employment, income, and foreign exchange, which lead to improved living standards of the local community and overall national and regional economic development. Moreover, the income would help to develop the community and infrastructure facilities and services and further assist in the general economic development. The direct economic benefits of tourism are improvement made to transportation and other infrastructure facilities and services for tourism that also serve national, regional, and community needs. Both

these benefits may encourage people to adopt regular employment habits and work towards their goals wants and needs.

### ***Negative Impacts***

#### ***1. Loss of Potential Economics Benefits***

Loss of potential economic benefits to the local area occur, and local restaurant can sometimes be generated if many tourist facilities are owned and managed by outsiders more than by local residents. This would result in minimal benefits to the community. In some places such as small island economics, there is no alternative than to have a relatively high import of tourism with regards net foreign exchange. However, the income earned still is considered well worth the investment in tourism.

#### ***2. Economic and Employment Distortions***

Economic distortions can take place geographically if tourism is concentrated in only one or a few areas of a country or region without corresponding development in the other places. Resentment by residents in the undeveloped areas may occur from this situation. Employment distortions may be created if tourism attracts too many employees from other economic sectors such as agriculture and fisheries because of its higher wages and perhaps more desirable working conditions.

## **2. Environmental Impacts**

### ***Positive Impacts***

If tourism is well planned and controlled, it can help maintain and improve the environment in various ways;

#### ***1. Improvement of Environmental Quality***

Tourism can help provide the incentive for “cleaning up” the overall environment through control of air, water, and noise pollution, littering, and other environment problems, such as appropriate building design, sign controls, and better building maintenance.

#### ***2. Increasing Environmental Awareness***

In places where residents have limited interests and concerns about the natural environment and its conservation, observing tourist’ interest in nature and realizing the



importance of conservation to the economic success of tourism can encourage local awareness and therefore build on the economic success of tourism.

### ***Negative Impacts***

The various types of negative or undesirable environment impacts that can be generated by tourism development are as follow:

#### ***1. Water Pollution***

If proper sewage disposal systems have not been installed for hotels resorts and other tourism facilities such as tourist transportation, motor boats etc. this may result in the pollution of ground water.

#### ***2. Air Pollution***

Tourism may not produce air pollution directly but air pollution from tourism development can result from excessive use of internal combustion vehicles (cars, buses, motorcycles, boats, etc.) used by and for tourists in particular areas.

#### ***3. Noise Pollution***

Noise Pollution is generated by a concentration of tourists, tourist roads, airplanes, motor boats and off-road RVs such as dune buggies. Very loud noise can result in ear damage and psychologist stress.

#### ***4. Waste Disposal Problems***

This is a common problem in tourism areas because of the large number of people using the area and the kinds of activities such as dining, laundry, etc. Improper disposal of solid waste from hotels and restaurants apart from being unattractive can generate both liter and environmental health problems such as disease, vermin, and pollution.

#### ***5. Ecological Disruption***

Several types of ecological problems can result from uncontrolled tourism development and use. Overuse of natural environments by tourists can lead to ecological damage. The coastal and marine environment is particularly vulnerable to overuse and unsuitable development. Excessive collection or, for endangered species, any collection of live sea shells, coral, turtle shells, and other such items by tourists, or by local residents for sale to tourists as souvenirs, can deplete those species.

#### 6. Land Use Problems

If not well develop according to sound land use planning principles, tourism development can result in land use problems.

If can be noted from the overall negative impacts above, not all impacts would likely take place in one area. This is because the types of impacts in a given area often depend on the kind of tourism development and the specific environmental characteristics of that tourism area.

### 3. **Socio-cultural Impacts**

#### *Positive Impacts*

##### 1. Renewal of Cultural Heritage

A sense of pride by residents in their culture can be reinforced or even renewed when they observe tourists appreciating it.

##### 2. Cross-Cultural Exchange

Tourism can promote cross-cultural exchange of tourists and residents learning more about one another's cultures, resulting in greater mutual understanding and respect, or at least tolerance of difference value systems and traditions through an understanding of their cultural basis.

#### *Negative Impacts*

##### 1. Overcrowding and Loss of Amenities for Residents

If there is an overcrowding of amenities such as; shopping, and community facilities together with a congestion of transportation system, residents will become irritated and resentful of tourists because they cannot conveniently use their own amenities.

##### 2. Cultural Impacts

Local residents in destination areas may have a sense of loss of authenticity of tradition, cultural character, self-respect and overall social identity due to outside cultural patterns of seemingly more affluent and successful tourists. A demonstration effect of tourists from different cultural and socio-cultural background from residents and especially from young people may take place. This effect involves residents observing and imitating the behavioral, dress, and life-style patterns of tourists, without understanding their cultural basis and sometimes not being able to financially afford to adopt the tourists' life-style.

### 3. *Social Problems*

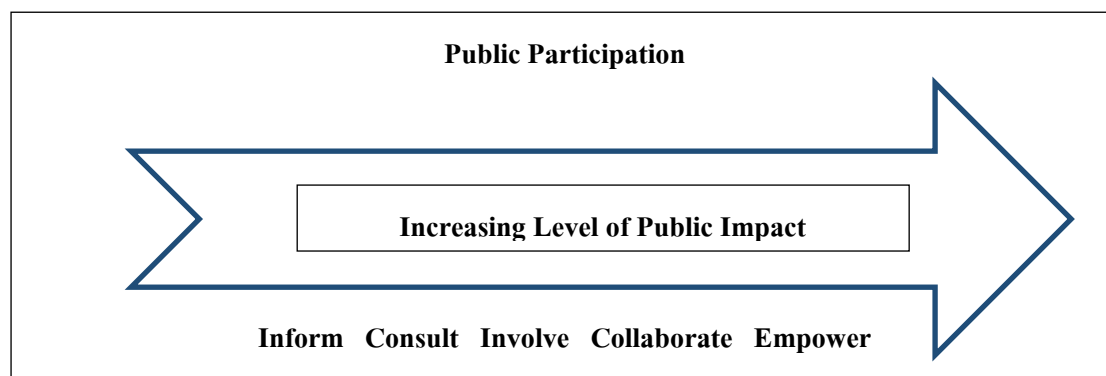
Problems of drugs, alcoholism, crime, and prostitution may be increased by tourism. How can we manage and control all the impacts that occur by tourism development? The concept of “sustainable tourism development” is the answer to the solution, along with the enhanced planning and management of tourism.

From the differences point of view related to sustainable tourism development, can be conclude as the tourism that meet the need of tourists and the local people, as required under the economic, social, culture and aesthetic limits. The ability to use of natural resources wisely, preservation of natural and culture as long as possible, minimization of impact, and awareness of local community participation, cultural impact on tourist activities. Moreover the local section must get the benefit equally and all have responsibility for the local in terms of economic, social and environment while still able to maintain cultural identity and local ecosystems.

## **2.6 Citizen Participation and Community Involvement**

Citizen participation has been used as an integral part of democratic decision making since the latter part of the 20<sup>th</sup> century (Laurain& Shaw, 2009). According to the international Association for Public Participation (IAP2), public participation occurs along a spectrum ranging from informing to consulting, involving, collaborating, and empowering. The IAP2’s spectrum classifies public participation according to types of engagement with stakeholders. The level of public impact increases as citizens’ progress from ‘informing’ through to ‘empowering’ types of participatory behaviors (International Association for Public Participation, 2007)

Figure 2.4 Spectrum of Public Participation (Adapted from the IAP2)



Wellman and Propst (2004) indicated that citizen participation can result in improved Public understanding and support for policy-making. Citizen participation can also address diverse stake holders' needs and preferences by cultivating better dialogue and broadening consistencies involved in decision-making (Thompson, Elmendorf, McDonough, & Burban, 2005). There are two distinct goals for participatory approaches: participation as a means to increase efficiency, and participation as an end for empowerment and equity (Clever, 1999; Diamond, 2002). Mannigel (2008) found participation as an end empowers local stakeholders.

Community involvement is defined differently by different people according to their social, economic and political context. Participation is simply perceived as the passive response of receiving services or involvement in community activities. On the other extreme, it is viewed as the complete ownership of the community and/or community organizations (Blanchet 2001; Murthy and Klugman 2004), in that community participation brings to social service programs with added efficiency, sustainability, equity, and collective community power (Gonzalez 1998; Jones 2003). Nettles, stated that community involvement is as specific roles that community members play in supporting community activities that can occur within or transcend local boundaries (Nettles, 1991). Community involvement refers to individual engagement in organized community group activities civic participation (Speer, Jackson, & Peterson, 2011). Community involvement has long been advocated as an integral part for addressing sustainable community development. Both public and private policies and development, for instance, have

implemented community involvement by organizing citizens' advisory committees, community partnerships, deliberative polling, and so forth.

Both citizen participation and community involvement have been identified as prerequisites to engagement in policy-making in a variety of fields such as environmental decision making (Konisky & Beierle, 2001), urban planning (Matsuoka & Kaplan, 2008), and natural resource management (Parkins & Mitchell, 2005; McDonough, Russell, Nancarrow, & Burban, 2002). Likewise, tourism studies have pointed out the importance of citizen participation and community involvement. Citizen participation in tourism create networks between businesses and local communities in locales with booming tourism economies (Bahaire & Elliot-White, 1999; Byred, 2007; Lynn, 1992; Mbaiwa, 2005). Some studies have argued that communities (Choi & Sirakaya, 2006; Reed, 1997; Sebele, 2010; Simmons, 1994).

Research has also claimed that citizen participation plays a significant role in achieving sustainable tourism (Bahaire & Elliot-White, 1999; Byred, et al., 2009; Cole, 2006; Joppe, 1996; Tosun, 2001).

## **2.7 Community Participation in Tourism**

United Nation (2003) guided that the principles of sustainable tourism include: participation which residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation of strategies and the operation of the tourism infrastructure, services and facilities.

Drumm (1998) quoted in Singh et al. (2003) outlines a number of options for communities wanting to become involved in tourism development. They include:

1. Renting land to an operator to develop while simply monitoring impacts.
2. Working as occasional part-time or full-time staff members for outside operators.
3. Providing services such as food preparation, guiding, transport or accommodation to operators.

4. Forming joint ventures with outside operators with a division of labor, which allows the community to provide most services, while the operator takes care of marketing.

5. Operating fully independent community tourism program.

Donnges (2003) quoted that the relationship between tourism and community can be considered using a model identifying four different stakeholder groups concerned tourism within any local;

1. Government authorities, who are responsible for the planning, resource managing, and maintenance of basic municipal infrastructure.

2. The local business community, who derives an income from the operation of commercial enterprises.

3. The local community, who shares their area with each other and with the visitors.

4. The visitors, who makes tourism viable.

## **2.8 Local people's Attitudes toward Tourism**

Research on resident attitudes toward tourism development originated from the recognition of the negative impacts of tourism development. While the impacts of tourism development are diverse and far-reaching, the local community usually burdens and unfair share of the costs (Jurowski, Uysal, & Williams, 1997). Those negative impacts not only affect the satisfaction of the tourist, but also threaten the very foundation upon which the tourism industry is based. After decades' of research, studies on residents' perceptions of tourism development have reached some common ground. Scholars have concluded that the impacts of tourism development can be classified into three broad categories: economic impacts, social impacts, and development impacts. All three categories of impacts might consist of both positive and negative components. Communities and residents might differ in their various perceptions of the nature and magnitude of these tourism impacts.

The literature suggests that socioeconomic factors play a minor, and sometimes ambiguous, role in explaining resident attitudes toward tourism development (McGehee & Andereck, 2004; Perdue, Long, & Allen, 1990). Among the demographic characteristics investigated, length of residency (Girard & Gartner, 1993; McCool & Martin,

1994), age (Cavus & Tanriservdi, 2002; Tomljenovic & Faulkner, 1999) and gender (Harrill & Potts, 2003; Mason & Cheyne, 2000) are found to be related to resident attitudes in some studies.

Tourism researchers have proposed that residents living closer to concentrations of tourism activity will perceive the impacts of tourism development more negatively than tourists who live far away from tourism (Jurowki & Gursoy, 2004).

## CHAPTER 3

### METHODOLOGY

This chapter describes the methodology used in this study. It contains three main parts: introduction, qualitative aspects and conclusion as follows.

3.1 Introduction

3.2 Data Collection

3.3 Population

3.4 Sampling

3.5 Data Analysis

#### **3.1 Introduction**

The decision on research design was closely dependent on the key research questions namely:

1. What are the key success factors of Koh Lone's community – based tourism?
2. How do the tourists perceive Koh Lone as a tourist attraction destination?
3. How does the government support and encourage community - based tourism adopted in Koh Lone, Phuket?

These questions were formulated with the awareness that in order to make a tourist attraction successful, it is vital to understand all possible factors involved. As this study intends to explore stakeholders' opinions on and experiences of the success of the community, in-depth interview was believed to be the best method to gather such information as it is unstructured, personal, and conducted on a single participant at a time. It uses open-ended questions to discover the respondents' feelings and perspectives on a subject, uncovering their roles, opinions, and attitudes on community-based tourism development in their respective areas (Laurain & Shaw, 2009).

The addition of qualitative method to assess the success factors of community-based tourism in Koh Lone, Phuket. Qualitative data can present an important role in seeking



elaboration, enhancement, illustration, clarification, and extending the meaningfulness of quantitative results (Johnson, Onwuegbuzie, & Turner, 2007).

The research questions are situated, providing comprehensive understanding of the key success factors of community-based tourism in Koh Lone. Since will be beneficial to other communities operating community-based tourism could be improve their operations and increase their likelihood of success.

However, the research intends to explore community members' opinions and experiences about the success of the community, which are also valuable and meaningful contributions to the study. An in-depth interview is unstructured, personal, and conducted on a single community member. It uses open-ended questions to discover the respondents' feelings and perspectives on a subject, uncovering their roles, opinions, and attitudes on community-based tourism development in their respective areas.

To conduct the research of A key success on community - based tourism in Koh Lone, Phuket, the researcher conducted in-depth interviews with approximately 20 **community members and stakeholders** to investigate about their roles and attitudes in community-based tourism development in their respective areas, including to collect the data about their opinions in Community Based Tourism as they have been experienced its.

Simple random sampling (SRS), which is a probability sampling technique in which each elements in the population has a known and equal probability of selection, was applied (Malhotra, 1996). It was an appropriate technique for this study because the researcher gained access to the respondents and selected a group of subjects from a larger group that is available and complete.

### **3.2 Data Collection**

The following explains the process of how the data were collected and which population will be sampled for data collection:

#### Qualitative Aspects

##### *Objectives*

- To provide comprehensive understanding of the key success factors of CBT in Koh Lone, Phuket
- To understand and elaborate key success factors of CBT

- To explore how stakeholders perceive Koh Lone as a tourist attraction destination

*Data Collection – Document Analysis and In-depth Interview*

### **3.2.1. Secondary Data**

Apart from the overview of literature in various areas, secondary data are initially important for this study as it is essential to understand the past and current situation of the studied area. General information on Koh Lone, in terms of physical, economic, population, social condition, the community-based tourism program and products is gathered. Specific issues of the area are also identified. However, in order to carry out a given study, primary data are equally essential.

Village Development Report (VDR) 2017 this report provided community development in Koh Lone, including village history and background, problem of the village and others.

- World Travel and Tourism Council Report (WTTC) this report provided information on global trends in tourism sector.

- Journal Article based on this study topic (see in bibliography), there are clarify the depth of academic research relate to the key success of community-based tourism, which has been conduct in others sampling areas.

- Publication from Thailand Community Based Tourism Institute, this publication provided in-depth explanation of the Community-based tourism in Thailand.

- Tourism Authority of Thailand (TAT), this organization provided how developing and supporting to Koh Lone community

- Website of tourism related to hospitality and tourism in Koh Lone.

### **3.2.2. Primary Data**

As primary data are new data collected particularly for the purpose of the study (Sekaran & Bougie 2009), the primary data for this specific study will be gathered through face to face in-depth interviews with semi-structured questions from the stakeholders such as TAT and government associations, Academicians whom participate in community based tourism of Koh Lone, villagers of Koh Lone, local tour operators, investors in Phuket. Moreover, fact-to-face interview techniques are used as they allow the researcher to clarify doubts, if there are any, and

can confirm that the responses are well understood by the interviewer (Sekaran & Bougie, 2009). Eventually, research by actual field visit of operations, situation, challenges and requirements will also be carried out. In order to ensure that the data collected are worthwhile and valuable, the data will be collected till it reaches a situation point.

This research technique was used as a method to obtain information on how stakeholders perceive a success of CBT in Koh Lone due to the following considerations:

- It is easy for researchers to follow-up on important points
- With the participants' consent, interviews were audio-recorded. This allowed researcher to repeatedly access the discussions while analyzed the interviews.

### **3.3 Population**

This research has organize to conducted both of questionnaires and interview to find out the statistic, since in each question will be related to this research topic, either the key success factors, the significant strategies, which make them successful in the business. The key success factors advantage, including the populations who have impacts and affects to influence the success of those businesses.

The following stakeholders will be sampled out using appropriate sampling methods to ensure validity of the research:

- Local People in Koh Lone and nearby
- Tour operators
- Entrepreneurs, investors who concern with Koh Lone community-based tourism project, who has influence and established the successful in to business.
- The cooperating team of community-based tourism project, who was encourage the critical success factors, and creating other campaign for this program.
- Provincial tourism committee and local community for perspective of community project.
- Hospitality and Tourism industries about their perspective of the community-based tourism that how to achieve this kind of business.

The reason for interviewing this population in this research is based on the argument put forward by Enright & Newton, (2005), where it has been mentioned that these

tourism industry participants are well aware of the overall situation of tourism industry. Therefore, they are equipped to comment on what factors are required for the development of the tourism industry and hence may produce more accurate and fulfilled the results.

### 3.4 Sampling

#### 3.4.1 Scope of Sampling Size:

The sampling people of qualitative data were 20 people who know about Koh Lone Village since from the past until the present that Community-based Tourism has occurred and development this sampling area, thus, they will answer the questions more precisely whenever they know the changing of development in Koh Lone Village.

Table 3.1 Informant profiles

No.Stakeholders Profile	No. of Informants	Designation
1 Local People at Koh Lone	5	Key performant CBT Members
2 Tour operators	3	Proprietor/Manager
3 Entrepreneurs/ investors	3	Managing Director
4 Cooperating team	3	Senior
5 Provincial (TAT)	3	Director/Senior
6 Hospitality and Tourism	3	Executive director

#### 3.4.2 Scope of Area:

This research has conduct from the site at community based tourism in Koh Lone, Phuket. Which is worth to learn and practice for the future community tourism development? However, in this research has promptly required the information from all targets as mentioned previously, to conclude them as precisely afterward.

Figure 3.1 Koh Lone Map



Source: Google Map

### 3.4.3 Research Method – Design and Instrument

In this research consist to multi faced stakeholders and their differences in characteristics. Therefore, researcher has explored for difference sampling techniques and data collection methods for each sample size of the stakeholder in this study. In both of questionnaires and interviews from demography who concern with this research which is might be differentiates and separately, there are depend on the situations and depend on who are interviewee, which affect to this research conducting should be mix sampling methods in order to save the time and resource, to collect with mix sampling methods is the quantitative and qualitative data.

Table 3.2 The research method - Design and Instrument subject to The Aim and Objective of this study as follow:

Aim and Objective	Questions of key success factors?
- To study the key success factors in community - based tourism adopted in Koh Lone, Phuket	1. What are the key success factors of Koh Lone community – based on ecotourism activities? 2. How do the tourists perceive Koh Lone as tourist attraction destination? 3. How does the Government support and encourage community - based tourism adopted in Koh Lone, Phuket?

### 3.4.4 Data sources

Data collection includes

- A detailed literature search on target tourist, the community-based tourism deployment, key success factors, strategies and theory from Thai & International printed matter and Internet
- A review on existing community-based tourism industry strategies in which have got some reputation and successful, the community-based tourism program which encourage by Tourism Authority of Thailand (TAT)
- The tourism statistics from Tourism Authority of Thailand use to analyze the market demands.
- An identification of general conditions of study area in term of physical, economic, population, social condition, the community-based tourism program and products, there are available for market and data, which concern in to this research should be identify.
- A review on existing contributed of reputation and successful community-based tourism program in this study.
- Overview of community-based tourism and the Eco Tourism project, the reputation and the successful of **Community-based Tourism concern to ecotourism** activities in this study.

### 3.5 Data Analysis

According to requirement data sources, researcher preferred to use mix methodologies to fine the data resources, face to face interview for examining the potential of community-based tourism program of Koh Lone village, and the supporting resources of this program.

As explained by Sekaran & Bougie,(2009), qualitative data are data in words instead of numbers and the analysis of qualitative data involves interpreting extremely huge data so that a valid implication or conclusion can be developed.

The data collected will be analyzed using content analysis as it is method to analyzed recording of interviews (Sekeran & Bougie 2009). The responses will be coded into

categories derived from the review of the literature so as to ensure that the data are reliable and valid. The codes adopted from the literature reviews are as follows:

### **3.5.1 Face to face Interview**

To conduct the research of community-based tourism in Koh Lone by collecting the data from the stakeholders population to collect the data about their opinions about community-based tourism as they have been experienced as follows:

- To determine the community-based tourism campaign of Lone Island (Koh Lone community)
- To identify the organization's perception of community-based tourism program in this study
- To develop an understanding of why the product is presented and marketed in that area
- To examine the expectation and result of community-based tourism program which encourage and participate from several organization.

### **3.5.2 Data collection methods**

According to required data sources, researcher preferred to use mix methodologies to find the data resources, face to face interview for examining the community-based tourism in which specific on the reputation and the successful of community-based tourism Koh Lone Phuket, by explore from all of them. There will be selected the sampling area precisely, in order to specific the case study of the research data resources.

- Face to face interview for examining the community-based tourism on the sampling area, there is being the Ecotourism attraction firm, which concerned into organizations and communities has been grouped.
- An interview for examining the community-based tourism in Phuket, in case study areas the sampling area is tourist attraction has defined that Ecotourism Program is Sod Sai Rawai Rawoi campaign. By using an analysis' manual for understanding the meaning of each of questions.

### **3.5.3 Data analysis**

Researcher has investigated and collected the data by using qualitative methodology, in accordance the data has features in variables of each aspect, by using rating

score for each factor to analyze the potential of Ecotourism program, in case study sampling area is being the Ecotourism tourist attraction, the data has analyzed in to the factors as following elements of Ecotourism firm:

- Physical conditions factors
- The method of community-based tourism factors
- Activities and procedures of cultural tourism factors

Participations of community factors



## CHAPTER 4

### RESULTS

In this chapter the results and the main findings from the primary data collected through sampling population and semi-structured in-depth interview with the importance stakeholders of community based tourism in Koh Lone will be discussed. The interviews and the questionnaire were conducted during the month of January 2017 – March 2018. Before conduct the interview and questionnaire, a pilot study both of data collection methods conducted to see if the respondent understood the principle objective of the interview.

Before presenting the findings, brief information on the profile of the informants will be proved in order to enable the readers to understand that the interviews were well spread. The findings will be presented according to the objectives of this research. Firstly, the current situations of community based tourism in Koh Lone will be discussed. Secondly, the perception of stakeholders on community based tourism destination in Koh Lone will be evaluated. Finally, the challenges to develop community based tourism in Koh Lone will be identified so as provide an understanding of the whole situation of community based tourism as Eco tourism destination.

The subject of this chapter is:

- 4.1 The general information in Koh Lone Community
- 4.2 Respondent profiles
- 4.3 The key success factors in community - based tourism adopted in Koh Lone island
- 4.4 Tourists perceive Koh Lone as tourist attraction destination
- 4.5 Local participant on Community – based Ecotourism
- 4.6 Government support and encourage community - based tourism adopted in Koh Lone
- 4.7 Recommendations for Community-based Ecotourism in Koh Lone

#### 4.1 The general information in Koh Lone Community

Lone Island (Koh Lone) is the second largest island in Phuket and mountainous offshore island is located in the middle of Chalong Bay, there are far away 15 minutes by boat from Chalong Pier. Koh Lone is also known as Koh Lohn or Lon Island, and is mainly populated by friendly Muslim communities that make a living from fishing, rubber tree plantations and coconut planting. This Island is fairly secluded from the massive tourism and nightlife that you find in some areas of Phuket.

Koh Lone is the third village of Chalong District in Phuket, officially established in 1937 by the first headman named Mr. Don Songmuang. At present, the population of the village is 104 families (Thailand Registration Information, 2017). “Baan Koh Lone” is called according to the landscape of the Island (because of no tree on this Island); buffaloes of the villagers ate all the plants on the Island.

Figure 4.1 Environment Dimension in Koh Lone



Koh Lone is situated in Chalong District, Phuket. It is the Island where people can access from Chalong Bay within 10-15 minutes. The Islands nearby are Coral Island, Koh Bon, and Koh Aew. Koh Lone is rich of wonderful nature. The environment of Koh Lone is pointed on 7 Environment dimensions:

1. Resources Dimension is natural resources and human resources such as

1.1 Soil: Soil on Koh Lone deposited from pebble and laterite, the soil has covered along the beach and foot of the hill, which is light brown stone and sand. Therefore, soil of Koh Lone is not suitable for rubber, pineapple, and coconut plantation.

1.2 Plant: due to the aforesaid of land condition, cover cropping is needed to increase mineral in soil and resist the wind. Cover cropping must be the perennial.

1.3 Water: landscape of Koh Lone is surrounded with sea water. Fresh water resources come from groundwater well and rainfall. Moreover, waterfall is the other resource.

2. Biological Resource Dimension is the essential base dimension in human being as it has the important role in controlling the environment system and improving deterioration of forests, wild animal, and perennial, etc. Moreover, Koh Lone is still full of land and sea natural resources. Furthermore, Koh Lone has various biological areas. Land Animals on Koh Lone can point the richness of resources like Hornbill, this kind of rare bird eating fruits and insects, live in wide forest and able to help plant spreading. Hornbills have contributed to expand 300 kinds of fruits. A Hornbill can eat 100 seeds of plant daily; that means a hornbill give birth to 22,802,500 trees per year. The average age of a hornbill is about 30 years ; it can create 45,625 trees annually.

In case of sea natural resources, Koh Lone is dwelled of sea animals like shrimps, shells, crabs, fish, especially Octopus always found in Koh Lone

3. Technological Dimension: Koh Lone Village has been supported by the government to apply technological sciences in human being such as solar cell and electricity generator.

4. Social and Cultural Dimension: The characteristic of Koh Lone community is Home Awareness. Therefore, they are all aware of any modification or new proposal access. The governmental official access should be accepted by the community, either social or cultural development.

5. Traditional Dimension ;

5.1 Home merit twice per year , 6<sup>th</sup> month and 11<sup>th</sup> month by the villager chills (Chao-Lay) at Rawai Beach

5.2 Floating Boat Ceremony: “Pajak” twice per year. Pajak is made from Devil Tree (Ton Teen Ped) and Crispy Wood ( Mai Ra Kam) , the purpose of this ceremony is to bring human soul and animal soul to the other world. This belief will get rid of the bad things in their life and throw out it to the deep sea.

5.3 Rong-Ngeng Dancing has been developed from the local Spanish and Portuguese Dancing. That shows the way of life of the Chill, singer is teacher mom and drummer is teacher dad, including dancers who costume with traditional dress.

5.4 Ka-Yong Boxing : The fighting art of the villagers Punching is called “Tu Mo”; Kicking is “Chi Pa” , Knee Strike is “Pa Yak” All fighting will follow to the music of this performance.

5.5 Bu-Rang Performance: This kind of dancing is like bird flying which show the balance of two wings. That teaches their young generation of life balancing.

6. Religious Dimension : Koh Lone Villagers are all Islamic, they follow traditional and religious ceremonies such as Fasting, Praying, Eid Days (Hariraya Days)

7. Economical Dimension: The main careers of Koh Lone people are fishing, farming, rubber , pineapple and coconut plantation

## 4.2 Respondent profiles

Table 4.1 Informant profiles

No.	Stakeholders Profile	No. of Informants	Designation
1	Local People	5	CBT Members
2	Tour operators	3	Proprietor/Manager
3	Entrepreneurs/ investors	3	Managing Director
4	Cooperating team	3	Senior
5	Provincial (TAT)	3	Director/Senior
6	Hospitality and Tourism	3	Executive director

### **4.3 The key success factors in community - based tourism adopted in Koh Lone island**

#### **Secondary Data: Community – Based Ecotourism in Koh Lone**

*If you hop on a traditional Hua Tone boat – just like the local Le people do to travel across the water just south of Phuket – it won't be long before you encounter Koh Lone, better known as 'Lone Island'. On the tranquil Lone Island, you'll soon get a sense that the atmosphere and lifestyle here are distinctly different from that of Phuket's main island or, for that matter, most other places in the world. The inhabitants of Koh Lone have worked hard to preserve the beauty and exquisiteness of their home and their determination is clearly evident to see in the island's bountiful nature and unspoiled lifestyle. Best of all, they are ready and happy to share all this with you.*

*Just how many times in your life will you get the chance to take a boat trip with the Le people as they cast their nets to catch fish, which by the way, makes for some of the best seafood you've had in your life? And after a full day of cultural activities with the locals, there's the chance to take a well-earned rest – with a traditional foot massage for good measure.*

*This is just a small taster of all the memorable experiences that await on your next visit to Phuket's beautiful Koh Lone(Consultant Koh Lone community by Dr.Aphirom Promchanya)(<http://https://www.villagetotheworld.com/meetinthevillage/en/koh-lone-rawai-en/2016/12/01/9827>)*

#### **About the statement of Community – based tourism program in Koh Lone**

The popularity toward wonderful scenery, beach, and the blue sea of “Phuket”, which dubbed that “The pearl of Andaman sea”, including the colorful of other entertainments in the city to established the great number of tourists around the world to this country, together with the occurrences of several buildings and developments in the city. In addition, underneath of this civilizations city they are hidden the glamour island, feature with plentiful of natural resources, even though the folkway of people in this village also still maintain as previously, this village has known as Koh Lone name.

For the program which has cooperated with Village to the world organization, has organized the challenges activities for tourists and visitors among the civilization city of Phuket, on Koh-Lone Island, there are facing with lifestyle of rural fisherman,

exploring the legacy of village culture by participate with local people, together with touching the wonderful scenery of Koh Lone Island.

Currently, Koh Lone remains and keeps culture and nature intact. It has goods of local product to serve tourist and some activity to do in Koh Lone, since the Baan Roi Pee (Ancient House) turned into accommodation for homestay; it has been one of the attractions that many tourists choose Koh Lone as their tourist destination. Weather local products and activities also provide during tourist's staying in Koh Lone, homestay has been favorite place for nature loving tourist around Koh Lone island. Normally, the people who visit Koh Lone is around 20-80 people which includes organizing group activities, fishing, sunset, and stand outdoor barbeques also provide. Moreover, in the morning tourist can take boat for sightseeing to learn the lifestyle of fishery, and watching demonstration for Octopus or Crab Fishing. The rate of 2 homes in all with rate at 1,500 baht per person (for accommodations, boat fee and fee for 2 meals).

#### **Koh Lone Community - based ecotourism Activities and resources:**

The summarize program of “Sod Sai - Rawai Rawoii” by Koh Lone Community - based ecotourism

- Sightseeing by long tail boat around Rawai bay and Koh-Lone island
- Participating with rural fisherman folkway for example finding a shells, catching crabs, squid fishing.
- Facing with the folkway of Koh-Lone local people, exchange the knowledge between each other, visiting Baan Koh-Lone School, and Baan Roi pee (a hundred years house).
- Swimming, relaxing and lay down on Koh-Lone beach.
- Testing the delicious local foods, fresh sea foods with delicious sea food sauce, and other Thai herbs menu.
- Candlelight dinner at Koh-Lone, watching the folk arts show.
- Relaxation with the plentiful nature of Koh-Lone, finding Hornbill and bats.
- Tour around nearby place of Koh-Lone.
- Team Building activities:
- Game Survival cow.

- Game treasure hunt.
- Game Sod Sai – Rawai Rawoii
- Game Woyway Koh-Lon

**The example of tour Program of Koh Lone Community-based ecotourism:**

*First day*

- 07:55 am. Flight to Phuket
- 09:20 am. Arrive to Phuket international airport and then transfer to Chalong pier to destination is Rawai, Koh-Lone island port by fisherman long tail boat .
- 10:40 am. Arrive to Chalong pier,
- 11:00 am. Arrive to Koh-Lone port, tour guide leader will have some introduction about Koh-Lone history and recourses, serving snacks and soft drinks.
- 11:20 am. “Island life at Koh-Lone”, the huge island that located at Chalong bay area, people in this island they still maintain the local fisherman folkway including their local tradition and cultural. Moreover the environment and the natural resources of this island also still plentiful.
- 12:30 am. All tourists and members have lunch together, with providing several fresh seafood menus, including Thai local dessert name is Kha-nhom Kho, serving at beachfront of Koh-Lone.
- 13:30 pm. “Treasure Hunt Game” This game propose to expressing the favorite souvenir of Koh- Lone it is Batik, batik painting is the resource of this game, the members who has participated in the game or the game players need to find the Treasure Hunt which hidden on Batik drawing, it is mean the picture on batik has been drafted by local village people, the first one who can be completed Batik painting , which should be also look most beautiful as well, and they will be the winner of this game.
- 15:00 pm. Relaxing on the beach.
- 15:30 pm. “Must care because Love” there are feature with several issues that effect to Koh Lone tourism development field, Koh Lone still being maintain the plentiful of natural resources since this island has been promoted in

several years ago, because this island it not really famous and not really popular for tourists both of Thais and foreigners, however, in the other hand that make Koh Lone can keep their own identity of local Phuketian, including their culture and tradition. In this program all members should be participated the maintenance activity of Koh Lone, there are improving the scenery, painting at the pier, signboard, island's map and bridge, maintenances public restroom and local street, build the small dam for the village. Because the limit of time, therefore in each group of tourists can be selected only one of an activity for each trip.

17:00 pm. "Chilling on the island" to let all the tour members touch with Koh Lone style, Thus in this program will be prepared the island fisherman clothes both for women and man, for woman they will be received fisherman Sarong or can call in local word is Patek, and for man they will be received fisherman pant, this kind of cloth has prepared for the fabulous dinner meal. At the same time during they are keep waiting for dinner meal in this program has organized the individual activities which tour member they can spend their time on their favorite activity there are village site seeing, visiting 100 years house ,Koh Lon Mosque, Baan Koh Lon School, or chilling on the beach, enjoy selfie and photographing, sunset seeing and others.

18:00 pm. Dinner time, Fresh seafood of Sod Sai Rawai – Rawoii. It is preparing candle dinner and each menu for example sweet and sour fish, spicy fried clams, Woyway or small squid and mixed vegetable stire fired, steam horseradish, Chili paste, coconut curry with grilled stingray, and steam crab with seafood sauce. The next program after dinner is the nigh party show, Rong-Ngeng is the Thai southern tradition performance, perform by Urak Lowoii local people, it is express the history of Thai tradition through this performance, including enjoy in other entertainment activity of night party.



- 20:00 pm. Enjoy and relaxing in Koh Lone night life, visual live the sky and moon, and the opposite of Koh Lon. And then transfer back to Chalong pier by speed boat, by connect with VIP Van pick up from the pier to Hotel
- 20:30 pm. Check in to hotel at Sai yuan Buri Resort and Spa. This is free time to get a rest.

*Second next day*

- 05:30 am. All of the tour members prepare themselves to get back to Chalong pier.
- 05:40 am. Back to Chalong pier transfer by long tail boat of local fisherman, beside with seeing the first sunshine day and site seeing during the way to Koh Lone in early morning time.
- 06:00 am. Amazing 3 island within 3 days. First Island is Koh Lone, to enjoy the Pearl of Andaman Sea experience, in this program the tour member will be participated in Woywoy Koh Lone activity, it is the activity of finding small octopus which in Thai local word calling Woyway, by using local fisherman way.
- 07:00 am. To have breakfast together at Koh Lone, with the high light of breakfast menu is boil rice with fish, cooking by local people of Koh Lone.
- 08:00 am. Second Island “Helo Hele”, to have a short briefing about this program it is the snorkeling activity at Koh Hey, or well known in the name of Coral island, enjoy with swimming and snorkeling activity in beautiful plentiful marine of Koh Hey as long as the program limit time. Third Island “ Koh Bon” Conneting with swimming at Koh Bon, chilling, and lay down on the beach, and taking group photo together on the beach before living.
- 11:30 am. Going back to Koh Lone, to have lunch together in the fabulous menus as previously.
- 12:30 am. Farewell with local people, taking some shower and changing wearing cloth.
- 14:00 pm. After get back to Chalong pier, going to Phuket Town to stop at Phuket old town avenue, or calling as Thanon Thalang.

- 16:00 pm. Going to Phuket International Airport, before can be stop at souvenir shop is Mae Joo shop.
- 17:10 pm. Arrive to Phuket International Airport.
- 17:30 pm. Check in at Thai Air Asia, flight FD 3022
- 18:30 pm. Departure from Phuket International Airport.
- 19:50 pm. Arrive to Don Muang International.

As the above mention can be group in to 4 key success factors in Community – based tourism activities as following:

1. Community Homestay: List of Koh Lone Community Enterprise Home Stays (2 Homes):

Ban Anwa (Chariya Khumban): 7 people/1 bathroom

Ban Prakhong (Dalareem Songmuang): 8-12 people/1 shower/1 toilets

2. Team Building & Workshops idea:

- Indigenous souvenirs items “Batik Runway Industry Search”, Batik painting with Octopus design, it is the identity signature of Koh Lone.

- Creating products and marketing plans leading for the community: The activity to support an ideas of marketing strategies to help boost the sales of the products sold in the community. include designing new packaging, creating heightened brand awareness and formulating any other marketing plans that the community can implement.

- Crab and squid fishing activity (Seasonal), Crab trawl collecting by designate a group representative to go on board the boat with Koh Lone island fishermen to collect crab trawls, and Squid fishing/gathering the local way.

3. Corporate Social Responsibility (CSR.) Activities:

- Basic Infrastructure Development and Public Benefits, there are about maintenance activities for the village is feature color painting at the pier, renovations public toilet, the main road, the public signboard, the public map, the small dam). To adjust the landscape of The Village Tourists service center.

- Development of Community Knowledge and Livelihoods, there is creation of brands and added value for community goods and products, and training of community guides and communicators.

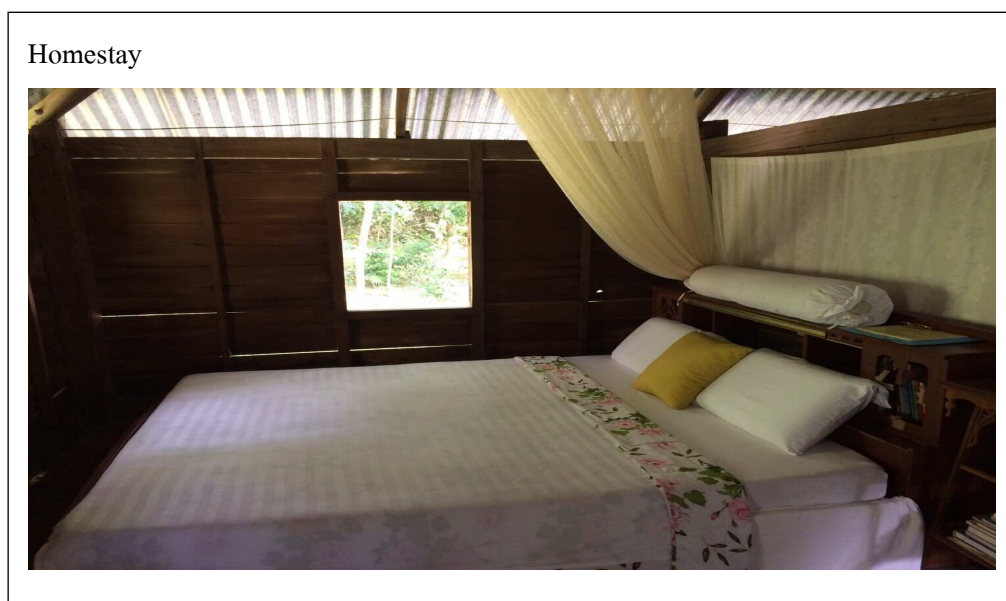
4. Banqueting Ideas at Koh Lone Community Enterprise: Lunch and Dinner function which organized by Koh Lone Community – based tourism members.

Figure 4.2 booklet of Koh Lone ecotourism program



Source: <https://www.villagetotheworld.com/meetinthevillage/en/koh-lone-rawai-en/2016/12/01/9813>

Figure 4.3 Koh Lone Community Based Eco Tourism Activities and resources



Demonstration



#### 4.4 Tourists perceive Koh Lone as tourist attraction destination

Although the research is primarily intended for use within Village to the world project by TAT, they may also be of value to partner organizations and other agencies, and demonstrate to a wider audience, CBT at Koh Lone are interested and approach in this field. They are based on experience obtained from TAT projects, and from published literature and case studies. A list of helpful reference sources is also included. Throughout the text, information on Koh Lone ecotourism is provided in this research. Though these are only referenced where their content is relevant to a specific point, the information contained in them complements the key success factors as a whole. These have been grouped into four sections that relate to different stages of community-based ecotourism initiatives. These are:

- A. Considering whether ecotourism is an appropriate option;
- B. Planning ecotourism with communities and other stakeholders;
- C. Developing viable community-based ecotourism projects;
- D. Strengthening benefits to the community and the environment.

Although this is a broadly sequential ordering, all the issues raised by the guidelines should be considered together to obtain a comprehensive picture.

The community is defined will depend on the social and institutional structures in the area concerned, but the definition implies some kind of collective responsibility and approval by representative bodies. In many places, particularly those inhabited by indigenous

peoples, there are collective rights over lands and resources. Community-based ecotourism should therefore foster sustainable use and collective responsibility.

Figure 4.4 CBT training program at Koh Lone Community



Figure 4.5 Batik painting training



#### 4.5 Local participant on Community – based Ecotourism

The primary data for this specific study will be gathered through face to face in-depth interviews with semi-structured questions from the stakeholders.

Mr. Kalim was named his work in sustainable way of life for the people of Baan Koh lone Village, an island community of about 283 Muslims in TambolRawai

Mr. Kalim was awarded the honor through a project called *Village to the world* 2017 run by The TAT together with the Tourism and Sport Ministry.

He was credited for his devotion over the past decade to restoring and protecting the natural environment in Koh Lone and ensuring the community sticks to a traditional, Islamic way of life.

Mr. Kalim said he encourages his neighbors to resist the temptations of materialism, stressing the importance of natural resource in the mainland and sea land to their way of life. “In the past, the people of Koh lone earned a living through rubber tapping, sea fishing and farming fish in Chalong bay,” he said. “Eighty percent of village people use sea land as a source of food. Besides the island that the mangroves played a role as a barrier to the 2004 tsunami.”

Materialism destroyed this traditional lifestyle, he said. “Villagers sold their land to property developers in exchange for money to buy cars and live lavishly,” he said.

When the mangrove forests started being destroyed it became harder and harder for villagers to make a living, he said.

“Then we became aware of the mangrove’s importance and realized it was time to start recovering these treasures and our old way of life,” he said.

He uses his position as a leader at Koh Lone Mosque to instill the community with Islam-based beliefs about conserving nature.

In 2017, Mr. Kalim and other mosque leaders created a project called ‘Sod Sai Rawai Rawoy in Community based tourism.

The project is based at Koh Lone community, which is surrounded by over 1,000 rai of ecotourism in the forest and the beach.

Tourists can hire canoes and boats to explore the forests, take a bicycle tour of the village or go trekking.

“We use tourism activities as a tool to manage community resources on both land and in the sea, through a process of informal learning,” he said.

“The villagers are offered an opportunity to remain in the community rather than seek work elsewhere. They also learn to value their own resources.” Around 50-100 tourists visit the Koh Lone every week, he said.

Fish raised in floating baskets in the sea are caught by local fisherman then sold to tourists at the Krua Rawoy (local Community Kitchen) restaurant.

“All the guides for tourism activities are people from the community. Everything runs in a cycle,” he said.

Mr Kalim’s community projects don’t stop at CBT, however. The mosque committee started a savings fund with villager back in 2017. The fund now has more than 50 members with almost 1 million baht in savings, Mr Kalim said.

“With this fund, we’ve bought back many plots of land from investors and given scholarships to poor but smart students so they can get a school education,” he said.

Mr Kalim talked of his feelings on receiving the award honor. “I never expected to receive it,” he said. “Everything I’ve done is for my neighbors, and because of my love for the land and – especially – my love for His Majesty the King.”

He would put his award on public view at Koh Lone Mosque, he said. “Because without the contribution of Koh Lone residents, we could never have won this honor,” he said.

To ensure understanding and smooth operation of agreements, and to help local communication. The method of distribution of income earned by communities to individual members needs careful attention. This can sometimes be covered in legislation relating to communal rights. There are examples where communally-earned income from CBT has been directly divided between households or placed in community development funds or separate trusts for use on community projects such as environment or education programs. Developing effective legislation to empower local communities and helping them strengthen their relationship with private enterprise, has been a major feature of CBT's work in support of TAT in Phuket. More detailed consideration of types of product and relationships with tour operators is given and of training and other support.

Figure 4.6 Startup Thailand 2017 promote CBT in Koh Lone, Phuket.



Figure 4.7 Promoting and Presenting by local members





Figure 4.8 Training activity by CBT members



From the results of in-depth interview and open-ended questionnaire it was found the key success factors of Koh Lone community – based ecotourism development. Which the result was indicated that local people support and accept the tourism development plan. They are also aware of perceiving the key success on Economic impact, Social cultural resources impacts are shown as following:

1) Community – based tourism Economic Impact

- Generate and income – Local people earn income from selling local products as mention in 4.3 paragraph.
- Transform jobs phenomena – Local people have been transform the jobs from Local Fishermen to Community – based Ecotourism industry.
- Developing local community to Tourist Attraction Community – based ecotourism destination.

2) Community – based tourism Social cultural resources impacts

- Tourism promotes Koh Lone and its product well recognized by tourist and visitors. So far, mostly tourists are making good reputation to the island while Koh Lone sells

its product in several boots and exhibition has been organize by outsiders both in Phuket and around the country event.

- Culture's pride as the word " Koh Lone Community – based Ecotourism" is tourist attraction destination in Phuket.

Figure 4.9 Boots and exhibition patriating



#### **4.6 Government support and encourage community - based tourism adopted in Koh Lone**

In this research especially those supported by Prince of Songkla University Phuket Campus (PSU Phuket) project (Rawai Model 2016-2018), an objective is improved conservation of landscapes and biodiversity. Tourism Authority of Thailand (TAT), collaborated with 9 partners to organize the Village To The World Project to launch 10 innovative model communities with CSR Outing Tourism and invited organizations and private companies with CSR budgets to bring employees to experience the ways of life of people in rural communities and to engage in CSR activities. Companies listed in the Stock Exchange and companies located in industrial estates are invited to join the event to learn and to buy the CSR outing packages of these communities. TAT expects that the CSR Outing tourism program will generate annual income of 1 million baht for each community in 2017.

Koh Lone community – based tourism project cooperating by The Village to the World organization is supported by both private and public organizations such as the Tourism Authority of Thailand (TAT), Thailand Convention & Exhibition Bureau (Public Organization), Industrial Estate Authority of Thailand, Bank for Agriculture and Agricultural Cooperatives, Dhipaya Insurance PCL., Bangkok Airways, Thai AirAsia, NCC Management & Development Co., Ltd., and Mono Broadcast Co., Ltd. The support from all of these organizations has provided an enormous amount of encouragement for all work committees within the project.

Also, Koh Lone community –based tourism program by Village to the World organization was created with the main concept of being a program that adds value to communities and tourism while expanding the tourism market to new groups of people. In turn, this will create opportunities for communities through sustainable marketing channels in order to earn increased income from tourism

Mr. Yuthasak Supasorn, Governor of the Tourism Authority of Thailand, said that “the Village To The World Project is established according to the strategy to empower the local people and strengthen their communities.

In 2016, the community – based tourism project was launched under the title “MEET IN THE VILLAGE, #Best CSR Outing Ever” as CSR outing-style tourism for corporations that adapts learning activities, arts, culture and community lifestyles and turns them into team building and workshop activities enabling employees within organizations to enjoy in-depth learning and exchange local experiences in a fun way.

Mr. Apirom Sukprasert, Senior Executive Vice-President, Bank for Agriculture and Agricultural Cooperatives (BAAC) Koh Lone, Phuket, said, “More adventurous corporations that love the blue seas and CSR activities will certainly like the outing program at Koh Lone. There, you can experience the fishermen’s lifestyle, eat freshly caught seafood and help the community construct much needed dams. You can enjoy your trip, learn how to make batik fabric and accomplish some useful tasks. Koh Lone is only about five kilometers from Phuket. There is no electricity there, so most people on the island use solar cell energy. At night looking back from Koh Lone at mainland Phuket, you see the lights brightly shining at night most energetically. Do you believe that you could find happiness amidst the quiet and peace at Koh Lone? I assure you that once you are there you won’t want to go back to Bangkok. And return trips are a

must.”(<https://www.businesseventsthailand.com/id/nc/news-download/news-download/detail/article/930-village-to-the-world-project-launches-10-innovative-model-communities-for-csr-outing-tourism-tar/>)

#### **4.7 Recommendations for Community-based Ecotourism in Koh Loe**

The capacity of CBT to support a positive attitude towards conservation is not only achieved in proportion to direct economic benefits delivered. With many initiatives it has been found that simply raising awareness that there is some realizable value in marine and wildlife and attractive landscapes has been sufficient to make a considerable difference, both within communities and also politically at a regional or national level. For example, has sought to influence the state Forestry Department and Fishery Department as well as the local community in Phuket, many local communities have a strong tradition of respect for wildlife and natural environments that needs to be fostered and not undermined by too much emphasis on economic value. It is important to get the balance right. Consideration of these issues at the outset should influence not only a decision about whether to proceed with the development of ecotourism but should also provide a basis for the strategy. Thought should be given to some simple, achievable indicators and targets for conservation gain.

It is important to avoid spending time pursuing CBT and raising expectations in circumstances which are highly likely to lead to failure. An initial feasibility assessment should be made before instigating a community based strategy. Some preconditions relate to the situation at a national level, others to conditions in the local area. The main aspects to check are as follows. Reasonable conditions for undertaking CBT are:

- An economic and political framework which does not prevent effective trading and security of investment, national legislation which does not obstruct tourism income being earned by and retained within local communities;

- A sufficient level of ownership rights within the local community, high levels of safety and security for visitors (both in terms of image of the country/region and in reality);

- Relatively low health risks and access to basic medical services and a clean water supply in locate of this island;

- The preconditions for community-based tourism on ecotourism activities: landscapes or flora/fauna which have inherent attractiveness or degree of interest to appeal either to specialists or more general visitors;
- The ecosystems within Koh Lone that are at least able to absorb a managed level of visitation without damage;
- A local community that is aware of the potential opportunities, risks and changes involved, and is interested in receiving visitors;
- The existing or potential structures for effective community decision-making no obvious threats to indigenous culture and traditions; and • an initial market assessment suggesting a potential demand and an effective means of accessing it,
- The area is not over supplied with ecotourism offers. Some preconditions may be more relevant than others, depending on the local circumstances, and these may change over time.
- A useful guide to this process, giving far more detail than can be attempted here, has been produced by TAT.

The small scale of most community-based tourism initiatives means that their impact, both on nature conservation and on income and employment for the community as a whole, is limited. They can be more influential and successful if they are integrated within other sustainable development initiatives at a regional and local level. CBT can be integrated with other sectors of the rural economy, creating mutually supportive linkages and reducing financial leakage away from the area. It can also be coordinated with agriculture, in terms of the use of time and resources and in providing markets for local produce. In principle, multiple sector activity within local communities should be encouraged. CBT markets are small, seasonal and sensitive to external influences such as political changes or economic instability in the host or generating country. On the other hand, ecotourism can shield against threats to other sectors. As well as horizontal integration within the community, the success of local tourism initiatives may depend on vertical integration with national level initiatives to support and promote responsible tourism. In addition to making linkages with what may already exist, efforts should be made to influence national policies in CBT, including coordination between tourism and environmental ministries and policies. National level support is needed in terms of linking conservation and

tourism activities and responsibilities, appropriate legislation and assistance towards small enterprises and community initiatives, and national and international promotion in the future.

Involving the community is a critically important and complex subject for successful community-based tourism. Opportunities and solutions will vary considerably in different areas and between communities. An important principle is to seek to work with existing social and community structures, though these can create challenges as well as opportunities. It can also help to identify potential leaders and local people with drive. The main objective should be to achieve broad and equitable benefits throughout the community. Issues of gender may also be important and CBT can provide good opportunities for women. Community-based tourism requires an understanding, and where possible a strengthening, of the legal rights and responsibilities of the community over land, resources and development. This should apply in particular to the tenure of community held lands and to rights over tourism, conservation and other uses on these lands, enabling the community to influence activity and earn income from tourism. It should also apply to participation in land use planning and development control over private property. It is important to remember that CBT is a business. As well as community-led initiatives, private enterprise and investment should be encouraged where appropriate, within a structure which enables the community to benefit, and have decision-making power over the level and nature of tourism in its area. There are various ways in which the community can relate to private enterprise. The degree of community involvement and benefit can develop over time. For example, there are some CBT initiatives in the Phuket where homestay that have been built with private investment offer a concession to the community, an agreement to hand the business over to them after a specified period, and provision for an employment and training program for local people

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION, AND RECOMMENDATIONS**

This chapter draws up the conclusion, discussions and provides commendations resulting from the research findings. The conclusion is provided based on the key success factors of community – based tourism in Koh Lone and the discussion is presented in accordance to the research objective is :

To study the key success factors in community - based tourism adopted in Koh Lone, Phuket.

However, it is also important to revisit the research questions here in order to see if all of them are answered.

1. What are the key success factors of KohLone’s community – based tourism?
2. How do the tourists perceive Koh Lone as a tourist attraction?
3. How does the Government support and encourage community - based tourism adopted in Koh Lone, Phuket?

#### **5.1 Conclusion**

From the interviews, it is very clear that is interest from stakeholders to partake in the development and promotion of such market. The stakeholders expressed that Koh Lone community want to be the Community – based Ecotourism (CBET) destination, the work on it has to start. Only then the shortfalls could be identified which could be maintained and improved over the time and become more specialize and professional (Asker, et al., 2010; Vanagas & Jagminas, 2011).

The stakeholders perceive that to conduct tourism activities with developing Koh Lone as a Community – based ecotourism (CBET) for tourist attraction destination, key success factors of Koh Lone community – based tourism (CBT) is diverse opportunities and creating value of local community to be well known for Community – based Ecotourism (Harwood, 2010).

The primary aim of this research focus on tourism development at Koh Lone island, Chalong District, Phuket, by emphasize on the key success factors that can be influent the local community to achieve on Community - based ecotourism. The researcher has found that Koh Lone Area is full many natural resources like human, social, physical, natural and financial resources. The researcher presents the details of resources in depth analysis. Human and Social Resources present the Way of Life, Career, Culture, Costume, Religion, Knowledge, and Tradition practiced by community for long time on Koh Lone. Physical Resources are Port, Assembling Point and Ancient House (Baan 100 Pee). Furthermore, there are wonderful natural resources without tourism and investment access (Lopez et al.,2011;Thailand Community Based Tourism Institute, 2012).

Figure 5.1 Koh Lone Port



The Secondary aim of this study is the researcher found that the problem in each dimension which can be concluded as follows:

Physical resources problems are declined places; port, assembly point, and ancient house, and then proposed to renovate the following points:

1. Port has been notably rebuilt.
2. Assembly point has been repaired with natural material in Koh Lone by base on natural wave and coral.



3. Ancient House has been renovated to be home stay in order to give example to community according to sufficiency economy of King Rama 9

Besides, the problem of natural resources on Koh Lone requires the systematic management. If the tourism development and management lack of direction and obviousness in preservation together with development that will effect to natural resources and pollution problems even noise pollution. Hence, the researcher presents the solution and systematic management of waste dimension and pollution like waste & garbage management which contribute to villagers affect (Thailand Community Based Tourism Institute, 2012). Moreover, this research provides Koh Lone community to serve the tourists and encourage the villagers to emphasize on natural resources realization (Hausler & Strasdas, 2003).

Figure 5.2 Koh Lone Community - based ecotourism (CBET)



Figure 5.3 Baan Roi Pee /Ancient House before renovation



Figure 5.4 Baan Roi Pee /Ancient House after renovation



In addition, the serious human problem of Koh Lone community is the immigration to big city more than 50 % that causes the village isolated then risk to the investor invasion to Koh Lone. Moreover, the community lack of Values Share, Reciprocity, due to the villagers relocation. That movement has affected to cognitive social capital and community perception and vision (Garkovich, 2011).

Social problem in Koh Lone Community has been visibly fluctuated from the past; no relationship, no values share, and reciprocity. This situation will cause the community culture and tradition degeneration, and social relation model. Koh Lone Community related to family and relative relationship base on the gratitude to their parents and others. That effects to community rights, relationship treating and elders worship, the relationship of host system is the vertical relation between community and the villagers in Koh Lone and nearby, or the higher organization as well as the horizontal relation between family members, relatives, friends and others (Tasci et al., 2013).

Any culture of each native has definitely transformed Koh Lone community as well. That is the one of common problems. Koh Lone community also requires the way of life improvement, thus, the villager's movement increase widely (Tasci et al., 2013).

As the aforesaid of social and human resources problems, the researcher proposes the following solutions:

- Suggestion for Koh Lone community development focusing on sustainable human resources development, by convincing the villagers to participate in

community based tourism and Eco tourism activities; Self Reliance, Self Problem Solution Analysis, and Self Creativity.

- Suggestion for hospitality and tourism development to community; villager tour guides, young gen tour guides, and volunteer tour guides in Koh Lone Community (Suthamma, 2015).

### **5.1.1 The key success factors in community - based tourism adopted in Koh Lone island**

It is obvious that Koh Lone community has more local resources to be used to develop as a Community – based ecotourism (CBET) destination, especially when compared to the neighboring communities in Phuket. Currently, Koh Lone, has hosted community – based ecotourism for both Thai and foreign tourists. Although its infrastructure has sufficiently supported the island as a community – based ecotourism destination, the government organizations have shown interest in developing such Tour Activity Program by supporting private sectors to bring in tourists. As Dr. Aphiom Promchanya, Prince of Songkla University, Phuket, Thailand has pointed out, government organizations have taken initiatives to develop Koh Lone as a tourist destination the consultant Koh Lone community.

Recognizing the importance of stakeholder involvement in tourism, the government organizations have put an emphasis on promoting Community – based ecotourism (CBET) in collaboration with all relevant stakeholders. The promotion would be public-private sector led and would encourage the villagers to attend tour and travel fairs related to such events (Mihalic, 2000).

The face to face in-depth interviews have suggested that the community – based ecotourism promoted the “Village To the World Organization” by providing unique experiences and challenging activities for tourists and visitors in the civilized city of Phuket. On Koh Lone Island, there are various kinds of activities available; lifestyle of rural fisherman, the legacy of village culture and wonderful scenery (Crouch & Ritchie , 1999)

Porter (1985) has grouped four activities for key success factors in Community – based tourism as follows:

1. Community Home stay: This is to approach and attract customers to generate a profit margin

2. Banqueting Ideas at Koh Lone Community Enterprise: Lunch and dinner functions are organized by Koh Lone Community – based tourism members (Pak, 2013).

### **5.1.2 Local participant on Community – based Ecotourism**

Which the result was indicated that local people support and accept the tourism development plan (Laurain & Shaw, 2009). They are also aware of perceiving the key success on Economic impact, Social cultural resources impacts (Baker & Cameron, 2007) are shown as following:

#### 3) Community – based tourism Economic Impact

- Generate and income – Local people earn income from selling local products
- Transform jobs phenomena – Local people have been transform the jobs from Local Fishermen to Community – based Ecotourism industry.
- Developing local community to Tourist Attraction Community – based ecotourism destination.

#### 4) Community – based tourism Social cultural resources impacts

- Tourism promotes Koh Lone and its product well recognized by tourist and visitors. So far, mostly tourists are making good reputation to the island while Koh Lone sells its product in several boots and exhibition has been organize by outsiders both in Phuket and around the country event.
- Culture’s pride as the word “Koh Lone Community – based Ecotourism” is tourist attraction destination in Phuket.

### **5.1.3 Government support and encourage community - based tourism adopted in Koh Lone**

The organizations that support and encourage community - based tourism adopted in Koh Lone(IAP2) are:

- Songkla University Phuket Campus (PSU Phuket)
- Tourism Authority of Thailand (TAT)
- Village To The World Organization
- Thailand Convention & Exhibition Bureau (Public Organization)
- Industrial Estate Authority of Thailand

- Bank for Agriculture and Agricultural Cooperatives
- Dhipaya Insurance PCL., Bangkok Airways
- Thai AirAsia, NCC Management & Development Co., Ltd.,
- Mono Broadcast Co., Ltd.

The citizen participation can result in improved public understanding and support for policy-making (Wellman & Propst, 2004). People participation can also address diverse stakeholders' needs and preferences by cultivating better dialogue and broadening consistencies involved in decision-making (Thompson et al., 2005). There are two distinct goals for participatory approaches: participation as a means to increase efficiency, and participation as an end for empowerment and equity (Clever, 1999; Diamond, 2002). Mannigel (2008), found participation as an end empowers local stakeholders.

## 5.2 Discussion

From the study Key Success Factors in Community - based Tourism: A Case Study of Koh Lone, Phuket according to the research objective, so as provide an overall view of study.

**Objective of the study:** To study the key success factors in community - based tourism adopted in Koh Lone, Phuket.

These specialized skills and knowledge as a key success factor are also required by CBT and used ecotourism guides to develop activities in Koh Lone. Ecotourism that: "The training process of ecotourism in local community must include components about environmental and cultural both specific to their worksite and more generally about their region (Eagles & McCool, 2002; Hendee & Dawson, 2002). The training of guides is imperative to guarantee accurate information is passed on to the ecotourist in a variety of topics such as environment, geography, geology, safety and culture". The promotion of cultural contact, understanding, exchange and development of mutual respect must be carefully achieved so to preserve the original attractiveness of the asset and maintain continuance of the culture (UWTO, 2004).

While the appropriate content of training program for the tourism has been recognized, the design, delivery and accreditation of effective tourism training for sustainability

has been hampered by the direction of vocational training in Thailand and the emphasis on competencies which do not recognize the more generalized competencies required for sustainability (UWTO, 2004). Most vocational training in Thailand including tourism industry training is controlled by Tourism Authority of Thailand (TAT) which provides the framework and structure to develop the competency based standards for a number industry sectors to inform the content of education and training programs.

Competency based training is based on the view that standard training outcomes can be achieved by all learners if the required behaviors are transposed into a set of learning experiences. In Thailand, vocational and educational competencies are seen as part of the process of removing rigid barriers to training and education. According to the human resources competencies influence workplace award restructuring and the competitiveness of tourism industry in Thailand (Bramwell & Lane 1993; Liu 2000). Competency based training is said to result in training programs that are more job related, more effective and better integrated with other areas of workplace improvement than training programs that lack an explicit focus on competence continues to be vigorously contested in the educational literature (Pretty et al., 1994). The concept of CBT fills many educators with considerable disquiet. They summarize a number of current criticisms of CBT and its narrow approach (Bullen & Rockart, 1981; Chen, 2002; Hofer & Schendel, 1985; Hsu, 1998; Saaty, 1980). These include:

- Over emphasis of technical task skills leads to the omission of crucial general social, intellectual and emotional abilities, such as cooperation, communication and independent decision making in training programs
- Because it suggests that as all competencies are measurable, thus quality of CBT courses must be measurable and conditions and criteria must be written into competency statements so they can be measured. These competencies in training are unlikely to capture the complexity of actual work with its necessary interpersonal skills of management and problem solving
- CBT insists that there are single acceptable outcomes and single paths to acceptable outcomes. This overemphasizes behaviors at the expense of cognition
- CBT objectifies performance; it is separate the performer from the performance, alienating them from the work experience

- CBT raises the individual learner group, thus suggesting that group learning is detrimental to individual learners. This forces trainers to aim at the average learner at the expense of the fast learner.

Issues for educators and trainers include the usefulness of national standards, compatibility with self-directed learning, validity and reliability of assessment and equity and fairness in participation. The assessment issue in particular, causes many human resource managers and educators to be dismissive of the actual effectiveness of workplace competencies. Assessing skill based competencies in the workplace is often problematical due to the lack of appropriately trained managers who are able to competencies, and thus the learning outcomes and effectiveness of training programs (Garkovich , 2011).

Community participation brings to social service programs with added efficiency, sustainability, equity, and collective community power (Gonzalez 1998; Jones 2003). These aspects of competency are crucial educating and training for sustainability, and the continued omission of these aspects in industry standard produced in response to the training continue to moves for sustainable development. For example; the Tourism Authority of Thailand (TAT) competencies outlined in Tourist Guideline Standards fail to include key responsibilities of ecotourism operators, particularly in relation to sustainable practices. New guiding standards for ecotourism are currently being drafted, but there has been no indication that these will adequately address training for sustainability because they are closely related to the Training Reform Agenda.

Both citizen participation and community involvement have been identified as prerequisites to engagement in policy-making in a variety of fields such as environmental decision making (Konisky&Beierle, 2001), urban planning (Matsuoka & Kaplan, 2008), and natural resource management (Parkins& Mitchell, 2005; McDonough et al., 2002). Likewise, tourism studies have pointed out the importance of citizen participation and community involvement. Citizen participation in tourism create networks between businesses and local communities in locales with booming tourism economies (Baharire& Elliot-White, 1999; Byred, 2007; Lynn, 1992; Mbaiwa, 2005). Some studies have argued that communities (Choi &Sirakaya, 2006; Reed, 1997; Sebele, 2010; Simmons, 1994). Research has also claimed that citizen participation plays a significant role in achieving sustainable tourism (Bahaire& Elliot-White,

1999; Byred, et al., 2009; Cole, 2006; Joppe, 1996; Tosun, 2001). An integrated approach to competence includes the need to address training delivery modes that exhibit the best learning principles. Those based on problem-based learning (PBL) have particular relevance in training for sustainability. PBL aims to develop a number of generalized competencies through training including:

- Practicing empathy and collaborating in groups
- Identifying personal strengths and weaknesses
- Undertaking self-directed learning

Theobald, (1998); Kristina & Vytutas,(2013). All of these above competencies could be seen as desirable outcomes of educating and training for sustainability. They are particularly applicable to CBT and the ecotourism and should be incorporated in training program design.

(a) *Education and Training in Ecotourism*

The principle of effective program design and learning concepts from the fields of education, training, and develop in human resource management. The core learning principles and concepts and their implications for effective training follows:

- **Relevance:** Training materials and activities must be directly related and applicable to the participant's environment and their workplace duties
- **Reinforcement:** reinforcing training activities through rewards, tangible and psychological, assists retention of learning.
- **Transfer of training;** training has to be directly transferable to the workplace or it is wasted incorporating action strategies in training are an effective example.
- **Knowledge of results:** Knowledge of present performance and feedback on the size of the learning task assists in learning



- Distribution of learning: The timing, scheduling of learning are crucial in determining participant concentration and ability to digest training materials
- Whole versus part learning: An overview of the task followed by sequenced building blocks for detailed instruction is an effective training strategy
- Practice and learning: Opportunities for hands-on practice and variety of practice during training are necessary strategies for skills acquisition
- Activity and passivity: Learn better by doing. Training materials should include strategies that involve as many senses as possible
- Learning styles: Everyone has different learning styles and these have to be addressed in group composition and activity design

The study about The key success factors of Community based Tourism by focus on the attracting factors of Eco Tourism industries has encouraged the decision making for tourists(Pak,2013), the propose about tourist's behaviors to select Community based Tourism as a destination, there are the worth of this study. In addition, need to gain this supporting from literature reviews which relate to this study, in order to certify the firm of this research topic as a potential research must be provided. According to the effectiveness of key success factor can be enhanced by incorporating concepts of learner-centered learning into program design(Thailand Community Based Tourism Institute, 2012). These concepts orientate the CBT program design to include the perspectives and needs of the training with local participants. The concepts include:

- The need to know: Learn more effectively if they understand why they need to know
- The need to be self-directing: Need to be able to take some responsibility in the learning process in order to retain what they learn

- Greater volume and quality of experience: Individual have differing backgrounds and experiences that provide a rich source of learning to draw upon
- Readiness to learn: Participants should undertake training only when they are ready
- Orientation to learning: Training orientation should be clearly life-centered, task-centered or problem-centered

Resident's living closer to concentrations of tourism activity will perceive the impacts of tourism development more negatively than tourists who live far away from tourism (Jurowk i& Gursoy, 2004). It is clear that the primary purpose of resident attitude studies is to contribute to tourism planning and eventually the sustainable tourism development in the local community (Garkovich, 2011). A step forward is to investigate the relationship between resident's personal benefits and costs and support for tourism planning. In other words, even though many empirical studies have indicated that most residents support tourism development as an economic development tool (Asker, 2010).

Burneika & Kriauciunas (2007), Ceylan & Guven (2010),Up to the above mention about human resources potentiality in Koh Lone community and the causes of all problems in Koh Lone, the researcher has surveyed the Island, discussed with the villagers, and recommended the Eco Tourism management & development for Tourism Sustainability and Creativity.

This study, the researcher has concluded 9 Land and Marine Tourist Attractive Points of Koh on Community as follows:

1. Community based Eco Tourism Theory
2. Marine Community based Eco Tourism Theory
3. Natural Resources Community based Eco Tourism Theory
4. Preservative & Volunteer Tourist Programs of Community based Eco Tourism Theory
5. Marine and Homestay Tourist Program of Community based Eco Tourism Theory

6. Local Festival Tourist Programs of Community based Eco Tourism Theory

7. Cultural Tourist Programs of Community based Eco Tourism Theory

8. Traditional Tourist Programs of Community based Eco Tourism Theory

9. Thai Fusion Food Tourist Program of Community based Eco Tourism Theory

In addition, Koh Lone Community has developed the Product Models and Souvenirs by Product Modernization and Valuation with Local raw materials identities for example Batik Painting, using Octopus Art called Woiwai Kid Art, Doodle Woiwai, Woiwai of indian. Tie Dye Cloth, Batik Scarf, Batik Pillow Cover, Batik Mobile Case, Batik Octopus Notebook Cover and Virgin Cold Pressed Coconut Oil (Cretu,2011; Pak, (2013).

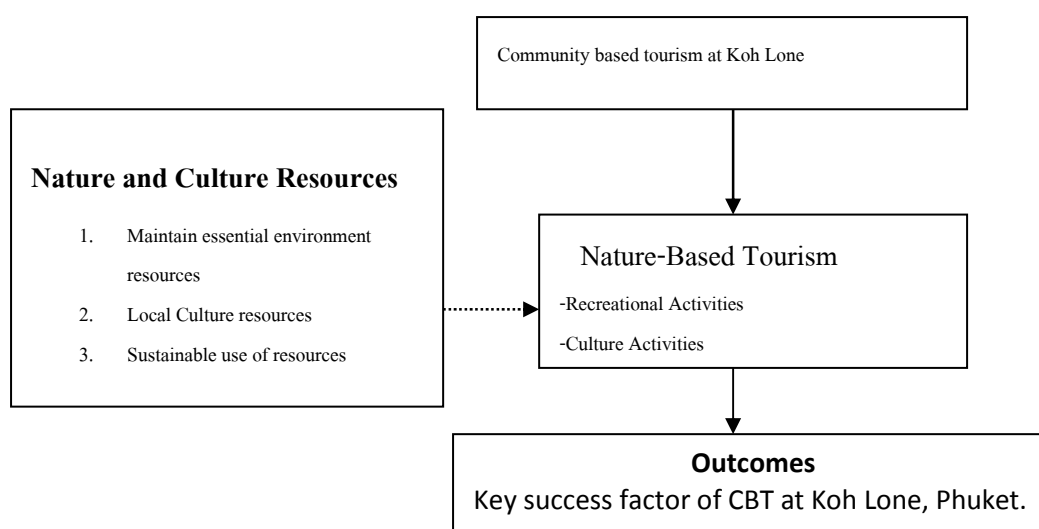
Figure 5.5 Koh Lon Product Models



Subhacini et al. (2011), From the above, the researcher has emphasized on the integration and knowledge of Koh Lone Community Efficiency (Pak, 2013), and that will encourage Community based Eco Tourism Creativity & Participation including Human Resources Developing for effective Hospitality and Tourism, Experiencing Tourists and Visitors in Community Identity which coordinate to Thai Government Policy for “Future Sustainable and Prosperous Tourism Driving” (The International Ecotourism Society, 2013 ; Kristina , 2013).

Both citizen participation and community involvement have been identified as prerequisites to engagement in policy-making in a variety of fields such as environmental decision making (Konisky & Beierle, 2001), urban planning (Matsuoka & Kaplan, 2008), and natural resource management (Parkins & Mitchell, 2005; McDonough, Russell, Nancarrow, & Burbank, 2002). Likewise, tourism studies have pointed out the importance of citizen participation and community involvement. Citizen participation in tourism create networks between businesses and local communities in locales with booming tourism economies (Baharir & Elliot-White, 1999; Byred, 2007; Lynn, 1992; Mbaiwa, 2005). Research has also claimed that citizen participation plays a significant role in achieving sustainable tourism (Baharir & Elliot-White, 1999; Byred, et al., 2009; Cole, 2006; Joppe, 1996; Tosun, 2001).

Figure 5.2 The conceptualization of this study ; Key success factor of CBT at Koh Lone, Phuket



Source: Pak, 2013 ; Asker, et al., 2010; Vanagas & Jagminas, 2011; Garkovich ; 2011 ; Suthamma, 2015.

### 5.3 Recommendation on “Community Base Eco Tourism – Koh Lon”

Musselwhite (1997), to develop the successful community participation has required 2 majority structures is 1. Sufficiency studied and practices in community tourism development advantage and disadvantage impacts for the sustainability 2. Ability to attract people decision making.

Kristina & Snieska (2013), According to the growth of community base tourism trend and the government support in 2016’s development plan, the researcher anticipates the effects in both positive and negative which can be concluded as following:

Table 5.1 Effectiveness of the Koh Lone community base tourism in **Positive & Negative** view

Effectiveness of the community base tourism – Koh Lone case (Societal perspective in <b>Positive</b> View)	Effectiveness of the community base tourism – Koh Lone case (Societal perspective in <b>Negative</b> View)
1. The tourism will benefit to more option of professions in the community. Before, local people earned a living by fishery only, however the tourism will provide more occupations such as boat service provide for tourist.	1. The tourism may result to the change in simple lifestyle and core value of the community. As when more tourists visit Koh Lone, local people might have more income, so their lifestyle might be changed and focus more about money.
2. The tourism will create the social growth into the community, local people will meet variety of tourists for knowledge and experiences exchanging.	2. The tourism may result to the relationship of local family in the community. When outsiders can easily access to the community, so the local can also easily access to outside society as well, this may effect to the relocation of the local, for example teenage or young people may move to work outside, do not live with family, which created the family’s gap.

Table 5.1 Continued

Effectiveness of the community base tourism – Koh Lone case (Societal perspective in <b>Positive</b> View)	Effectiveness of the community base tourism – Koh Lone case (Societal perspective in <b>Negative</b> View)
3. The tourism will improve the standard of life quality for local people in Koh Lone by increasing their incomes.	3. The tourism may create the social's inequality in the community which related from unbalanced incomes of local people, income from tourism might be in some specific group of people while other people who are not involved in tourism industry, however the tourism consume the community's resources such as food & water's supply which belong to everyone in the community.
4. The tourism will also change the family structure of KohLone's community.	4. The tourism may affect to the good character and behavior of local people, such as changing the habit of loving solitude to socialize or other behaviors which local might see from tourists.
5. The tourism will create the understanding between tourists and the community.	5. The tourism may create the business view, and exploitand cheating with tourists, such as charging higher prices to tourists, etc.
6. The tourism will create the community's unity; local people will get together to do beneficial activities in order to generate income for the community.	6. The tourism may challenge with the commercial sex issue in the community. As when there are more tourists, people from other places might come to the community to do the commercial sex business.
7. The tourism will prevent the numbers of relocation of local people as when there are attractive incomes for local people from the tourism, which is enough for their living, the local will love their homeland, and be happy to live their life with tourism base community.	7. The tourism may create higher numbers of relocation of local people. As when local people are able to do tourism business or occupation, they might relocate to other places that they can do the same business with higher income.

Table 5.1 Continued

Effectiveness of the community base tourism – Koh Lone case (Societal perspective in <b>Positive</b> View)	Effectiveness of the community base tourism – Koh Lone case (Societal perspective in <b>Negative</b> View)
8. The tourism will benefit and strengthen on the education in the community, such as “Chicken Project”, “Little Guide Project” or Local Guide Project”. These kinds of profession are required additional knowledge for efficient communication, therefore the local people will need to on-going gain knowledge and information to impress tourists for their satisfaction and returning as well as spread widely.	8. The tourism may challenge with crime issues. When tourism is developing, more people might come into the community, there are both good and bad people, also the local people might imitate inappropriate behaviors from outside as well.
9. The tourism will create and encourage the safety in the community. As when local people are happy living in their homeland, the community will be strong and take good care of each other.	9. The tourism may create the conflict between tourists and the community, for example tourists might be unsatisfied with the food prices or some other tourism activities, while local people agree with the prices when considering the used of resources. This is created the different point of view, tourists feel unsatisfied and do not want to visit Koh Lone, while local people feel the unfair of tourists, etc.

The effectiveness from the community base tourism in the cultural as tourism creation, it's also effect to the culture of the community in both positive and negative(Mason, 2003; The International Ecotourism Society, 2013; Ceylan&Guvén 2010). which can be described as following:

Table 5.2 Effectiveness of the Koh Lone community base tourism in in the cultural *Positive & Negative view*

Effectiveness of the community base tourism – Koh Lone case (Cultural perspective in <b>Positive</b> View)	Effectiveness of the community base tourism – Koh Lone case (Cultural perspective in <b>Negative</b> View)
1. The tourism will create and encourage the interest in local culture of the community to attract tourists, such as food culture, etc.	1. The tourism will cause cultural conflict between tourist and Koh Lone Community such as tourist behavior against Islamic Culture
2. The tourism will create the better understanding of tourists to the local culture, such as local language, etc.	2. The tourism will cause local cultural change, such as local language, etc.
3. The tourism will encourage the local culture restoration and inheritance such as presenting some cultural plays to tourists. As well as, the collaboration with other communities where have similar culture to represent the culture, such Rong-Ngeng dance between Koh Lone community and Rawai community.	3. The tourism will visibly deteriorate the local culture resources like worshipfulness
4. The tourism will create the love, cherish and pride of local cultures, as they are valuable and Inherit from time to time.	4. The tourism will devalue the local community culture resources like no value share , and no friendship, only business proposes
5. The tourism will create collaboration in the community to conserve the local culture for next generations.	5. The tourism will decline local cultural art. Villagers focus on business benefit
6. The tourism will also exchange the cultures in different communities, for example the collaboration in each community to emphasize the unique cultures to present to tourists.	6. The tourism will destroy local community art or antiques



Koh Lone Community should take account on the affects occurred in order to protect the future problems (TAT, 2001; UWTO, 2004; UN, 2003; Pretty et al., 1994)by following recognition:

1. To reinforce knowledge and skills for Koh Lone Community to improve tourism management, marketing, risk management, and community products for standardization.

Creating knowledge procedures for community to apply in the future by training and actual operation, about community base tourism services and product management, as well as creating selling point of Eco tourism of Koh Lone.

2. To develop and upgrade the community products including developing the Characteristic of products used local raw material for the production, presenting local community knowledge.

Pushing Eco Tourism to community in order to make their own identityand their own advantages of Koh Lone, even Thai Fusion Food and others.

3. To connect community producers with consumers relating to Value Chain to the market Torecommendthe Eco Tourism products development to the community for creating product value by organizing Eco Tourism Programs, presented to the government and private agency such as Over Night and Day Trip Program, Volunteer Activity, Preservative Activity, Environment Activity as the above mention.

4. To cooperate Community with related department to develop Eco Tourism of Koh Lone, one of Andaman provinces.

#### **5.4 Limitation**

According to the study in limit time, that will obstruct the operation of the study objective because the community network creation needs the cooperation from the entrepreneurs and related organizations to develop and drive community business in southern Andaman areas. However, from the aforesaid of study objective, the researcher found that the directions of Andaman Tourism Development Plans in 2014 – 2018 have already defined strategies and directions.

Therefore, Kon Lone community requires Economy development and creativity for tourism valuation provision of strategies from the governmental plans(Harwood, 2010; Asker, et al.; 2010; Vanagas & Jagminas, 2011; Lopez & Castillo 2011; Thailand Community Based Tourism Institute, 2012).

as follows:

1.) To modernize tourism activities related to tourist interesting especially target markets such as Health Tourism, Adventure Tourism, Spiritual Tourism, MICE, Sports Tourism, Agro Tourism, Family & Elderly Society Tourism and Honey Moon Tourism.

2.) To encourage creative economy and idealization for increasing Tourism Product Value, to recognize the value of environment including to support new tourism investment.

3.) To push local traditional festivals and activities in Thailand to the world such as Songkran & Vegetarian Festivals, etc.

4.) To convince international film industries to Koh Lone and nearby

5.) To survey and qualify identities and characteristic of Andaman provinces in order to create Brand Image.

6.) To organize national and international marine sports to Koh Lone and Andaman Provinces for increasing local community income.

7.) To manage National and International meetings, seminars, and exhibitions especially in Phuket.

8.) To expand and balance Andaman Tourism Markets available to locations, time, and Tourism Market Group related to tourism development such as Marine Sport Tourism, and Entertainment Activities, etc.

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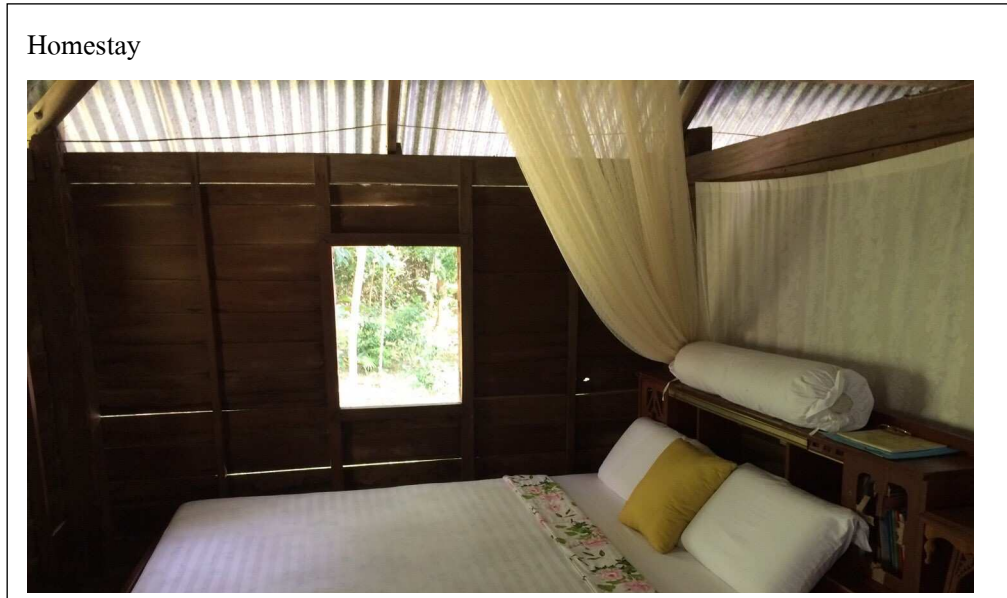


## PPENDIX A

Figure 1: The Award of Koh Lone community - based tourism by Village To The World Organization Campaign.



Figure 2: Koh Lon Community Based Eco Tourism Activities and resources



Demonstration



Koh Lone administration center for multi-purpose



Thai herbal compress demonstration



Virgin coconut oil product of Koh Lone / Rawai community – based tourism



Hornbill can be found in Koh Lone



Source: Village to the world

## **APPENDIX B**

### **Interview Question**

1. What is your career and position?
2. What are your company / organization / location that you base on?
3. What do you understand by meaning of “Community-based tourism”?
4. What do you understand by meaning of “Community-based ecotourism”?
5. Describe the activities of your perceiving Koh Lone community – based tourism?
6. Can you share with us some case studies of community – based tourism / ecotourism practices learned, based on your experiences of the activities you provide to tourists?
7. What type of community – based tourism activities standard TAT guide book?
8. In your estimation, what are the top issues facing local people in Koh Lone overall?
9. In your opinion, what themes or principles does the plan for Koh Lone need to embrace in order to be successful? (e.g., cultural resources, natural resources, local food, ecotourism security, work with community-based ecotourism, local enterprises direct to retail).
10. In your opinion, what needs to be done to enhance and sustain viable Community- Based ecotourism in Koh Lone?
11. Do you have any other comments that would assist in developing in the Koh Lone community-based tourism plan?
12. In your opinion, what are the key success factors of Koh Lone’s community – based tourism?
13. In your opinion, how do the tourists perceive Koh Lone as a tourist attraction destination?
14. In your opinion, how does the government support and encourage community - based tourism adopted in Koh Lone, Phuket?

### บทสัมภาษณ์

ปัจจัยที่สามารถดึงดูดนักท่องเที่ยวเชิงนิเวศมาที่ยังหมู่บ้านเกาะ โหลนจังหวัดภูเก็ต

1. คุณมีอาชีพและตำแหน่งอะไร?
2. คุณสังกัดอยู่บริษัท / องค์กร / อะไร?
3. คุณเข้าใจในความหมายของ การท่องเที่ยว"ชุมชน" ว่าอย่างไร?
4. คุณเข้าใจในความหมายของ งเที่ยวเชิงนิเวศการท่องเที่ยว"ชุมชน" ว่าอย่างไร?
- 5.อธิบายกิจกรรมที่คุณคิดว่าทำให้คุณและภายนอกเกิดการรับรู้และรู้จักการท่องเที่ยวชุมชนเกาะ โหลน
6. คุณสามารถแบ่งปันกรณีศึกษาเกี่ยวกับการท่องเที่ยวชุมชนการท่องเที่ยวเชิงนิเวศในชุมชนจาก/ ประสบการณ์และกิจกรรมที่คุณเคยให้กับนักท่องเที่ยว?
7. กิจกรรมการท่องเที่ยวชุมชนที่เป็นมาตรฐานตามในคู่มือท่องเที่ยวของ ทททมีประเภท .ใดบ้าง?
8. ในการประมาณค่าของคุณ ประเด็นปัญหาใดที่ชาวบ้านในชุมชนเกาะ โหลนเผชิญอยู่โดยทั่วไป?
9. ในความคิดของคุณ อะไรคือรูปแบบหรือหลักการสำคัญสำหรับแผนการพัฒนาการท่องเที่ยวในชุมชนเกาะ โหลนที่จำเป็นต้องมี ซึ่งจะส่งผลให้ชุมชนเกาะ โหลนประสบความสำเร็จในกิจกรรมการท่องเที่ยวชุมชนเชิงอนุรักษ์? (เช่นทรัพยากรทางวัฒนธรรมทรัพยากรธรรมชาติอาหารท้องถิ่นความปลอดภัยเชิงอนุรักษ์ในด้านต่างๆ การท่องเที่ยวเชิงนิเวศชุมชนสู่มาตรฐานอุตสาหกรรมการท่องเที่ยวชุมชน)
10. ในความคิดเห็นของคุณ สิ่งที่ต้องทำเพื่อเพิ่มและคงไว้ซึ่งการท่องเที่ยวเชิงนิเวศอย่างยั่งยืนในชุมชนในเกาะ โหลนมีอะไรบ้าง?
11. ในความคิดเห็นของคุณ สิ่งที่เป็นปัจจัยสำคัญต่อความสำเร็จของการท่องเที่ยวชุมชนเกาะ โหลนคืออะไรบ้าง?
12. ในความคิดเห็นของคุณ สิ่งที่ทำให้นักท่องเที่ยวรู้จักและรับรู้ชุมชนเกาะ โหลนว่าเป็นสถานที่ท่องเที่ยวที่น่าสนใจอย่างไรได้บ้าง?
13. ในความคิดเห็นของคุณรัฐบาลมีส่วนสนับสนุนและส่งเสริมการท่องเที่ยวชุมชนในเกาะ โหลน ภูเก็ตอย่างไรบ้าง?
14. คุณมีข้อคิดเห็นอื่น ๆ ที่จะช่วยในการพัฒนาแผนการท่องเที่ยวชุมชนของเกาะ โหลนหรือไม่อย่างไร?

## APPENDIX C

## Certificate





## VITAE

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Bachelor of Arts (Communication Arts)	Prince of Songkla University Pattani Campus	2007

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### List of Publication and Processing

Aphirom Promchanya. and Chorpaka Buakaew. (2017). Community-based Ecotourism management of Koh Lone, Phuket: based on Natural and Cultural resource. The 4<sup>th</sup> International and 3<sup>rd</sup> National Conference “Environment Friendly Tourism for Sustainable Development”, January 19-20,2017, Thumrin Thana Hotel, Trang, Thailand.

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